

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXIII.

NEW YORK, June 22, 1898.

No. 12.

# THEYWIN

FOR

THE SAME REASON

# The Philadelphia Record

WINS OVER

Competitors as an advertising medium—Because "The Best is Ahead." "The Record" pulls a stroke oar in every advertising appropriation it shares.

Average daily circulation for May, 1898, 229,920 copies.

Average Sunday circulation for May, 1898, Rate 20 cents per line.

The Record Publishing Co., Philadelphia.



## Try "COMFORT" And See the Elephant Move.

The elephant of "goods unsold" should not be suffered to remain on your hands.

An ad in Comfort reaching Six Million people will relieve you of the worry and weight of the animal and return cash for his disappearance.

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W. H. GANNETT, Publisher,

Augusta, Maine. John Hancock Building. NEW YORK: Tribune Building.

CHICAGO: Marquette Building.

## Printers' Ink.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1803.

Vol. XXIII.

NEW YORK, June 22, 1898.

No. 12.

#### MADAME RUPPERT'S FACE BLEACH.

AN INTERVIEW WITH HER ADVERTIS-ING MANAGER-THE ORIGIN AND GROWTH OF A LARGE BUSINESS-HOW THE "FACE BLEACH" WAS FIRST ADVERTISED-LECTURES TO LADIES AN IMPORTANT FACTOR-OTHER INTERESTING DETAILS.

Mr. L. L. Hill, the advertising manager of Madame Anna Ruppert, the

complexion specialist, has the reputation of being an enthusiast on advertising, with an experience of fifteen years to his credit, and as that experience is said to be both vast and varied, a PRINTERS' INK representative waited upon him at his offices, 6 East Fourteenth street, the other day with a view to drawing out Mr. Hill upon advertising matters, and getting an interesting story from him. Mr. Hill is not partial to interviews and does not care about publicity. But, succumbing

to the blandishments of the representa- bid for publicity in a few lines." tive of the Little Schoolmaster, he expressed himself as ready to talk. The office?" reporter asked.

"When was the Face Bleach put on the market, Mr. Hill, and where?

"In 1883, in Chicago. Madame Ruppert tested the Bleach repeatedly in private before introducing it to the public. When thoroughly satisfied as to its merits it was decided to place it on the market. Our first ad was a full page in the old Chicago Times."

"Did its results justify you in continuing?"

"Yes, it exceeded our anticipations, and we then began advertising in the other Chicago papers. Madame Ruppert and myself believed in advertising big if at all. Consequently we have always used large spaces. you want to strike the crowd strike them heavy; give them an ad that can be seen, heard and felt, so to speak."

"Then you don't believe in small ads?"

" No, sir. I have always found that, other things considered, the bigger the ad the bigger the results. What's the use of catching one fish with a little net when a bigger one will catch a hundred?"

"But the cost is proportionately greater?"

" No, it isn't. In the majority of instances the bigger the space I buy the lower the rate I pay. Besides, the public admires enterprise in an advertiser, and if he makes an imposing show people are more apt to be interested than if



"When did you open the New York

"Ten years ago. We first advertised in the New York papers in 1888. We used the World and Press, and the ads were placed for us by Mrs. Macdonald, then connected with the advertising end of some of the New York dailies. The lady is now in the Klondike, I believe."

"Did you expect to do a better business in New York?"



L. L. HILL.

This was to reach the very best New well-known society women. York society, which, of course, means the best in America. In order to do this lars to the names in the Elite Directory. These were followed by beautifully engraved cards of invitation to haps, yielded us the best returns. Theater. The theater was crowded with a large and ultra-fashionable audience that manifested the greatest interest in what the lecturer said. Those lectures, afterwards repeated by special request, made us many friends in New York, and induced Madame Ruppert to lecture later at the Tremont Temple in Boston, and the Chestnut Street Theater in Philadelphia, at both of which places her New York success was duplicated. Many steady customers of the best society in New York, Boston and Philadelphia are still on our books as a'result of those lectures nine years ago.'

"When you came to New York you enlarged your advertising territory?"

"Yes, we gradually extended all over the country, establishing branch offices in large cities and advertising in the newspapers by half and whole pages." "You found that this paid you?"

"We kept at it until it did pay us. It is of no use to fire a shot and run away. We stood to our guns and kept on firing until we had captured the We knew the value of our goods, and that a single trial would mean a regular customer. Hence we bent all our energies to secure that single trial."

"Does your Face Bleach really help

the complexion, Mr. Hill?"

"Well, I suppose most advertisers have to answer similar questions about their goods, and yet they are irritating questions. The best way to answer yours is by asking you another. you suppose that well-known society people, representing both the wealth and brains of this city, would keep on sending their checks year after year for the Face Bleach if they did not tention is given to the subject and I derive actual benefit from it? You concentrate all my efforts on producing may look at the letters yourself, but successful ads." remember the names are not for publication.'

Mr. Hill here handed from a file a number of letters that unquestionably came from the Fifth avenue houses of thirds of our business year, and ex-

"Naturally. Besides, our coming here many of New York's multi-millionwas part of a plan Madame Ruppert had aires, and he showed the reporter sevand which we immediately carried out. eral checks that bore the signatures of

This prompted the question:

"Which New York paper have you we sent out thousands of dainty circu- found best for your business, Mr. Hill?"

"The Mail and Express has, perhear Madame Ruppert lecture on the goes to a good class of people, the 'Complexion' at the Fifth Avenue class we want, and it is a paper that really reaches the homes-there is no doubt of it."

"Do you get your society patrons from that paper?"

" Possibly-some, but as I told you before, many of our fashionable New York customers came to us through the lectures. Then again, we have used the Herald, and that goes to a good class of people too."

"You have used the magazines

also?"

"Oh, yes, largely, all of them, and also many of the illustrated weeklies." "Which of the magazines yielded

you the best returns?"

"Even if I knew it would not be fair for me to answer the question. If you should quote me as saying that any particular magazine had been better than another, my words might lead other advertisers astray."

"In what way?"

"You can't judge either magazines or newspapers indiscriminately in that way. Mediums that are really good for our business-which, you should remember, is a peculiar one-might be utterly worthless to other advertisers. The newspapers and magazines that have paid us might not pay others, and those that have been useless to us might yield big returns to some adver-You know a great deal detisers. dends on what is advertised, no matter what medium you are considering."

"Do you prepare your own ads, Mr.

"Mostly, yes. I have tried some of the so-called experts, but their work has never brought in the results that we have obtained from my own work. Possibly this is because my entire at-

"Your sales, like your advertising, are subject to seasons, I presume?"

"Yes. Spring and summer are our best seasons. They constitute two-

perience has taught me that advertising in fall and winter does not pro- know what I know about the advertisduce the desired results."

"Have you ever done any outdoor

advertising?"

"No, and we don't intend to. I can not be made to believe that either paint or posters are good for our business. We aim almost exclusively at reaching the better classes of the fair sex, and I do not think that wall and fence advertising appeals to them. Besides, we have a story to tell in each ad we put out, and outside advertising must be brief to be successful. Understand, I am not decrying outdoor advertising, except as it relates to my business. I believe it is a very good thing for many advertisers, but, as I said before, in choosing the medium the thing to be advertised must be considered."

"What is your idea of giving or sending samples of your goods?"

"I think it is a very good plan. the first place it conveys the idea that you have an honest confidence in your own goods. Secondly, it secures a trial of your goods, which, if meritorious, is certain to lead to future custom, and thirdly, it impresses the public with your generosity, and removes the popular impression that all advertisers are 'graballs.' Again, it is but fair to the public that it should first try a strange article that you want it to buy. Sampling is a costly process, but it pays, and pays well, provided, of course, that your goods are all right."

"Do you use many country newspa-

"Quite a number, yet in spite of their low rates it would surprise you to learn that they do not pay us so well, proportionately, as the city papers. The bulk of our trade, in fact, is among the society ladies of the big cities throughout the country."

"I presume that druggists generally

handle your goods?"

"Yes, and department stores also, and the latter sell ten times as much as the former. Nevertheless, we sell a vast quantity of goods by mail. Ladies prefer to deal with us direct, even though they can buy our goods at cut They are rates in some of the stores. perhaps, somewhat timid about asking in person for the Face Bleach. a much easier matter to send for it by mail, in spite of the extra cost."

"I must thank you, Mr. Hill, for the

courtesy of this interview."

"PRINTERS' INK is welcome to ing of our goods. Kindly give my compliments to the Little Schoolmas-JOHN S. GREY.

#### IN THEATER PROGRAMMES.

The Dramatic News, of New York, thus caricatures the present tendency to put the name of everybody, down to stage carpenter, on the theater programme:

The coal for this theater is supplied by Dry

Heat & Company. Orders received at the

box office

Miss Bingham's gowns were made by Rimpson, Brawford & Rimpson, You will notice the Empress Eugenie lace on the front. Orders for duplicates received at the box office. The souvenirs used at the one millionth performance of Mickey Finn were donated by Booham & Company, and can be duplicated at eight cents each. Orders received at the box

The soap in the ladies' parlor is from Sears. 'ry a cake. Colored attendant will supply you Try a cake. Colored at five cents a dozen.

The cigarettes given away in the smoking-room are donated by Smoker & Joker. Take

The stock company at this theater eat nothing but Juyler's candies. They are the best. Ask Jack Kahn.

The testimonials printed on another page of this programme of Jojodont are genuine. Write the firm and they will pay you for whatever you chose to say about their dentrifice whether you use it or not.

The finger nails of Miss Walsh are daily manicured at the establishment of Isabelle Passidy on West Twenty-third street.
The presswork of this theater is done by Charles McTreachy. It is artistic and novel.

#### MIXED.

Assistant—Why, Mr. Cook, what's the mater? You look worried.
Mr. Cook—Great Scott, man! You have ut the living skeleton museum illustrations in the baby-food advertisements .- Pearson's.

AN ADVERTISEMENT OF THE FUTURE. We have just purchased and received a full font of the very largest scare-head type ever



forged for any newspaper. Hereafter readers of the Enterprise will get bigger war reports than are printed by any other journal in town,

CRICAN.

#### SOME SALES OF WEEKLIES.

A CORRESPONDENT OF "PRINTERS' INK." WHO HAS BEEN TRAVELING, MADE A FOINT OF REQUIR- ING AT THE NEWS-STANDS AT WHICH HE STOPPED AS TO THE NUMBER OF WEEKLIES SOLD. HIS RE- PORT IS GIVEN IN THIS TABLE FOR WHAT IT MAY BE WORTH. THE BLANKS INDICATE THAT THE NEWSDEALER SOLD NO COVIES OF THE FUELI- CATION UNDER WHICH THEY APPEAR.	LIFE.	PUCK.	Judge.	HARPER'S WERKLY	LESUIE'S.	ILLUSTRATED AME	COLLIER'S WERKLY	N. Y. LEDGER,	TOWN TOPICS.
612 W. Madison St., Chicago	2	- 6	5	4	4	2			74
191 N. Clark St., Chicago. 190 31st St., Chicago. 907 3d Ave., New York. 973 6th Ave., New York. 973 1st St., Chicago. 973 Bleecker St., New York. 181 Lexington St., Boston York. 181 Lexington St., Boston. 187 Femont St., Boston. 187 Femont St., Boston. 187 Temont St., Boston. 188 Temont St., Boston. 198 Temont St., Boston.	14	2	10	20	40	4	**	**	
967 3d Ave., New York	4 2	8	8	10	4	2	2	6	
979 6th Ave., New York	10	72	6	9	4 5	2 2 5	3		*7
289 31st St., Chicago	2 2	2	4	4	4			i	
61446 5th Ave., Brooklyn-45th St. and 8th Ave., N. Y.		15	10	10	6	2	5 2	5	**
503 Columbus Ave, New York	15	20	20	20	15	10	5	2 2	10
131 Lexington St., Boston	1 3	2	4	5	3	1			**
Cor. School and Tremont Sts., Boston	20	15	15	40	5	15	12	2	10
Old Court House Boston	12	2 15	6 30	8	12		iŝ		
245 Dorchester St., Boston	12	10	- 4	40	80	2	15	**	12
57 Bromfield St., Boston	15	10	10	25	15	10	6	4	10
2735 N. Front St., Philadelphia.	5	8	10	1	0.0	4		1	8
930 Girard Ave., Philadelphia	i	3	2	3	2	**	2	i	**
Cor. 11th and Huntingden Sts., Philadelphia.	1		2 2 5 1 2	3	4 2 2	1		1 4	**
122 E. Chelten Ave., Philadelphia	2	2	2		2	111			**
4426 Frankford Ave., Philadelphia	4	1	1 6	2 8	10	6	**	6 12	ï
15th St. and S. Penn Sq., Philadelphia	6	6 12	12	20	20	10	222	6	12
N. E. Cor. 12th St. and Ridge Ave., Philadelphia	4	2 2	1 2	4	8	2	2	2	12
8th and Chestnut Sts., Philadelphia	3	2	2	5	1 6	2 2 2	2		2
68 W. Randolph St., Philadelphia			6	10	10				
P. O. News Co., Chicago	120	200	250	12 200	12 100	30	200	20	30
1438 Dorchester Ave., Philadelphia	10	4	6	2 2	10	2	200	2	2
1201 Ridge Ave., Philadelphia	2 5	3 4	8	6	4 5	2 4		3 10	1 9
S. W. Cor. 8th and Walnut Sts., Philadelphia	8	6	9	8	35	5	**	10	2 7
10th and Race Sts., Philadelphia	**	10	6	5	6	1	**	12	**
289 Rush St., Philadelphia	6 2 2 2 2		2	24	60	6	4	2	i
Victoria Hotel News stand Chicago		2	4 8 2		2 2	6 2 2			2
111 E. 18th St., Chicago	2	10	2	4	2		**	'i	10
774 W. Lake St., Chicago	2			4	10	2			
365 W. Madison St., Chicago	2	2 2	4 2	6	1	2	**	2	**
1201 Wabash Ave., Chicago	.,	2	2	6	2				**
Wellington News stand, Chicago	4	6 10	10	30	8	2		••	35
C. & N. W. R'y Depot, Chicago	80	80	85	150	80	25	ż		85
888 Madison St., Chicago	2 2	5	4	4	4		2	6	
121 Wells St., Chicago		1	1	2	2 4				**
Gor. School and Tremout Sta, Boston. 319 Tremont St, Boston. 01d Court House, Boston. 025 Dorchester St, Boston. 57 Bromfield St, Boston. 58 W. cor. 74 hand Spring Garden Sts, Philadelphia. 50 W. cor. 74 hand Spring Garden Sts, Philadelphia. 583 Brankford Ave, Philadelphia. 583 Brankford Ave, Philadelphia. 584 Brankford Ave, Philadelphia. 584 Brankford Ave, Philadelphia. 584 hand St, Bring Brankford Ave, Philadelphia. 585 Brankford Ave, Philadelphia. 585 Brankford Ave, Philadelphia. 586 Brankford St, Philadelphia. 587 Brankford St, Philadelphia. 587 Brankford St, Philadelphia. 588 Brankford St, Chicago. 589 Walls St, St, Niegon. 589 Walls St, St, Niegon. 580 Walls St, Chicago. 580 Walls St, Chicago. 580 Walls St, Chicago. 580 Walls St, Chicago. 581 Walls St, Chicago. 582 Walls St, Chicago. 583 Wells St, Chicago. 584 Walls St,	2 2 2 1 4	282	8	2 4 2	12	2 4	10	1	2
842 W. Harrison St., Chicago	2	2	1	2	2	2	**	i	
184 Clinton Place, New York	1	15	11	12 12 5	15	1 2	16	5	ii
St. Denis Hotel News stand, New York	10	15 8 2	6	5	8	- 5	3		10
S E Cor 18th St and 6th Ave New York	5	15	15	15	10	4 5	10		3
Produce Exchange News-stand, New York	25	35	25	50	40	10	25	10	10
3705 Cottage Grove Ave., Chicago	25 2 1	10	25 2 15	81	8		5	ï	i
413 6th Ave., New York.	6	15	15 15 12	10 15	10 10	2 5	10	6	10
390 Amsterdam Ave., New York	8	12	12	20	20	121	8	4	10
Metropole Hotel News stand, New York	6 8 2 8 6	10	10	10	5	2 5	10	2	30
816 6th Ave., New York	6	3	4	10	41	5	6		15
9235 Commercial Ave., South Chicago	1 2	2 2 2	2 2 2	10	10	1		i	1
997 Lake St., Chicago			2	6	12	2	**	**	::
194 N. Clark St., Chicago	30	30	30	80	100	80	2	2 2	20
3506 Vincennes Ave., Chicago	2 2	4	4	16	6	2	**		4
148 Oakwood Boulevard, Chicago	2	i	**	4	2	**	**	**	i
S. E. Cor. 18th St. and 6th Ave. New York Produce Exchange Newsstand, New York. 3705 Cottage Grove Ave., Chicago Cor. 8th St. and 3d Ave., New York. 413 6th Ave., New York. 413 6th Ave., New York. N. E. Cor. 14th St. and 3d Ave., New York. N. E. Cor. 14th St. and 3d Ave., New York. 816 6th Ave., New York. 816 8th Ave., New York. 817 Chicago. 828 Commercial Ave., South Chicago. 829 Chicago. 839 Chicago.	i	3	8	2	6 2 2 5 4	**		**	**
1858 N. Clark St., Chicago,			2	12	4			**	
		!	- 1		-			- 1	_

The Little Schoolmaster in the Art of Advertising, to celebrate the Tenth Anniversary of his birth, will issue a

## JUBILEE NUMBER

on the 6th day of July.

ADVERTISING RATES

FOR THE JUBILEE NUMBER ABOVE ANNOUNCED:

Classified Advertisements (no display), 25 cents a line. Displayed Advertisements, 50c. a line, or \$100 a page. Special Positions, 25 per cent extra, if granted.

#### POSTERS AND THE PUBLIC read the latest war news to gazing at MOOD.

By Edith R. Gerry.

The location value of a poster or billboard is generally measured by the number of people who are supposed to pass by it, though it seems to me that it should be measured by the frame of mind in which the crowd is most likely to be when it passes the spot. All that a poster may possibly do is make an impression. The mind is most receptive and impressions of all sorts are easiest made when it is in a happy condition and free from thought on any particular subject. If a man's mind is busy with any special subject he may look at signs, or he may not; but whether he does or not it will make no difference-no impression will have been made.

A poster or a billboard is like the advertising solicitor of a newspaper. The solicitor calls regularly to see the patrons of his paper, simply to remind them that he is on earth. If he catches his man when he is not busy he has an opportunity to say a word or two, which, even if it is not remembered, certainly makes a slight impression. If he catches his man busy he gets a disturbed glare from a man who is shutting from his mind every thought which does not pertain to the work on hand-and is promptly forgotten.

The poster is simply an advertising solicitor of the stationary sort. All it can do is to say: "Here I am-please in a short, sharp, sudden way, after the of many spaces would dwindle like manner of the posters which run right dew before the sun. against one's eyes at the foot of the elevated station stairs, or it must wait for the receptive condition of mind to

produce results.

The space at the terminus of the Brooklyn Bridge, both on this side and across the river, is looked upon as a regular Klondike. The owners want lots of money for it, the agents come next, and though the end man wants it badly he doesn't want to pay quite so much for it. It is considered desirable simply because such enormous crowds of people pass there daily. But the crowds who pass daily are mainly composed of working people-people who cross the bridge with a distinct object in their minds, who are hastening to their work, many of them late, and, moreover, who have crossed so many times that they know the route by heart and much prefer to

the scenery. At night it is worse. Any one who has crossed the Bridge at night and has been inextricably tangled up with the mass of struggling, squirming humanity which congregates there will readily acknowledge that there is little room for profitable advertising impression. Each person regards the one whose elbows are piercing his side as his bitter enemy, and each has but one thought in mind-to get home and get something to eat. I do not deny that the space down ! there is valuable, for very many strangers make that their first sight-seeing trip, but I do believe it is not as valuable as it is claimed to be. If a poster could be suddenly thrust before the eyes of each person who crosses the Bridge, as is the case at the elevated stations, then indeed it would be worth its weight in gold; but it is impossible.

In sight of promenades and in view of the home portion of a city seems to me the most valuable space for outdoor advertising. The Boulevard seems to me particularly valuable, for thousands of cyclers pass there daily; their minds are bound to be in a receptive condition, and their eyes are open for anything that comes along. Besides the wheels, there are endless carriages and many pedestrians; and the crowds here are out for amusement, though of no definite kind.

If it were possible to measure the results obtained from the various locadon't forget me"; but it must say it tions, I believe that the apparent merit

SHOWING A SAMPLE.

The Hartford (Conn.) Post uses a column to address business men on the subject of advertising. Unlike most self-advertising of this character, the Post shows the size of spaces certain sums will buy, thus:

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* YOUR . . . ADVERTISEMENT Space This Size, Every Day for One Year, WILL COST

Evidently the Post sticks to its rate card, or such a plan as this would be provocative of trouble.—Newspaperdom.

HAPHAZARD never accomplished as much as system. Hit-and-miss will not beat regularity in the race for publicity. - The Billposter,

"All the News That's Fit to Print."

To the Editor of The New York Times:

Rest assured that I shall never willingly exist without a copy daily of The New York Times. At home or abro d I have probably not failed ten times in thirty-three years to scan its abundant treasures of news and knowledge and wholesome suggestion. Rich as it has been, I consider that its value has been fairly doubled by the addition of your up-to-da e literary and art supplements of Saturday and Sunday. We stop it here in our Alabama winter home only to resume it in New York.

FHANK FULLER.

Daphne, Ala., June 1, 1898.

In many thousands of the best homes in New York and Brooklyn The New York Times is the only morning newspaper admitted.

I have been writing the ads for a prosperous business firm exclusively on salary for the last eight years. Their business prosperity must be my reply as to the success of these ads. Their ads have been simply newspaper "readers," supplemented by unadorned pamphlets. The policy I have adhered to, from beginning to end, is as follows:

I am an utilitarian. Anything that "works" is good enough for me. If this universe was so constructed that lying or exaggeration would pay, in the long run, I should certainly adopt that policy. It is my solemn conviction that it is not so constructed. I try to tell the truth and avoid all exaggeration, simply because it pays to do so. A lie, in its action upon society and in its reaction upon the individual who tells it, never pays for itself. It costs more than it earns. A lie may have a precarious and short-lived success, but it is builded upon the sand. A lie can not be made to match anything but another lie. Probability is a savor; the stronger it is made, the better it is liked. Improbability is becoming more and more intolerable to the average mind. The simple truth is the best diction. The simple truth is the highest eloquence. The simple truth finds the greatest response. Even fiction must dress itself in the robes of probability to find a reading to-day. I would give more for one misspelled, ungrammatical, badly written testimonial, if it be a genuine, unpaid, unsolicited testimonial, than for a wagonload of adjectives that originated in the brain of some advertiser.

Probability is a subtle essence that pervades the structure of statements that are actually true. The form of such statements can be imitated, but they will always lack that peculiar spirit which carries conviction. The secret of advertising is to have some thing worth telling; then tell it as tersely, as naively, as possible. It is the unsophisticated that mainly read advertisements. The unsophisticated truth reaches them best. Incredulity is their natural state of mind. Overstatement excites their distrust. If they buy, they buy in spite, and not by aid, of such advertising.

Nine-tenths of all effective advertising is the word of friend to friend, of neighbor to neighbor. Where the grandiloquent ad and artistic picture

HONESTY IN MEDICINE ADS. has failed to convince, the simple statement of an acquaintance has done the business. The sophisticated or semi-sophisticated are more easily fooled with sophistries and specious arguments than the unsophisticated are. Where this class is mainly aimed at, as in special sales in the larger cities, lying doubtless has fitful and temporary success. But the firm which resorts to it habitually will soon find its success undermined by the silent but ceaseless word of mouth that is being passed from person to person who has been fooled.

> I do not wish to be classed as a Pharisee by saying that I am honest. For the sake of avoiding such an imputation, let me deny that I hold honesty as a sentiment. I do not wish to go any further than to say that I believe honesty to be the best policy. Honesty is a mental adjustment to a rational universe. Anything more or less than downright honesty is a species of intellectual fallacy which will be-come extinct by the slow but fatal action of that law known as the "survival of the fittest."-Advertising Experience, Chicago, Ill.

## ooklets

#### SELL GOODS

when plainly and artistically illustrated and properly printed on the right kind of paper.

#### I attend to the whole business

-Write, illustrate and print attractive and convincing booklets, and my prices are moderate. Give me an idea of what you want and I will submit a sample booklet, together with a rough sketch of what I think will suit you; which will cost you nothing.

Wm. Johnston, 10 Spruce St., New York.  The hot pursuit among newspapers nowadays is after the phenomenal—the unique.

## The.... Indianapolis News——

holds the distinction of larger bona fide circulation, proportioned to population of home city, than any other American daily, i. e., larger percentage of home readers, without resort to fake methods for circulation. It is also the only daily which, from its first issue, has steadily given and conceded the right of the advertiser to know the measure of his purchase in circulation equally with the measure of his purchase of any other commodity.

A word to the wise advertiser is sufficient.

#### CITY AND COUNTRY BUYERS, contract has to talk up his vast coun-

During a recent conversation of the Little Schoolmaster with a well-known publisher of a popular monthly, the question came up as to the present demands and expectations of advertisers.

"They are strangely inconsistent," "When they are offered good city circulation they declare that they don't want it. The real reason is that they can't trace results from it. City people who see certain things advertised go to their dealer and buy them. The jobber supplies the dealer, but by the time orders are duplicated to the head office from the jobber, the advertiser has lost track of the results locally as compared with local advertising. Moreover, when a manufacturer is using several mediums in one city, how is he to determine by the sales which pay him and which do not? The jobbers buy from him and supply the whole of the retailers in the city. He can'not therefore trace results to

any particular medium.
"With country circulation it is entirely different. Ninety-five per cent of country readers are out of the reach of stores, and so they write direct to the advertiser for what they want. This means a heavy mail for the advertiser, and that is what he wants. The rural purchaser buys at the retail price, and so saves to the manufacturer all intermediate profits. Moreover, a big mail is tangible evidence of business. It makes the advertiser think he is doing a big trade whether he really

" Personally I have not the slightest doubt but that one day's cit/sales are worth more than the sales in a vast territory of country, but it is hard to make some advertisers believe this. The city goods are already sold to the jobbers, and are therefore out of the manufacturer's hands, but the daily mail, with its cash orders, makes him attach too much importance to the

country buyers.

" Nevertheless, the advertiser's belief in direct sales is daily growing stronger, and the managers of publications like mine, knowing that they have to give the advertiser just what he wants, are at present neglecting the cities and are concentrating their efforts upon the building up of a large rural circulation. Perhaps the reaction will set in later on, but at present the solicitor who wants to catch a

try circulation in order to get it. If you don't believe me, ask some of the boys."

#### THE BEST MAIL ORDER DAILY.

It is well known among mail order advertisers, both East and West, that the Chicago Record is bringing better returns than any other Chicago daily. It covers a very large territory. It is said that one-half of its enormous circulation is read by people outside of Chicago and suburbs, which accounts for additional time of the company of the control o vertisers using its columns sometimes getting inuiries and orders from nearly every county of the Western States, even from remote counties of Wyoming and Idaho.

The Chicago Record recently published from official statements, of moneys paid to the

The Chicago Record recently published from official statements, of moneys paid to the post-office, for carrying newspapers, figures which fully explain why mail order advertisers usually obtain splendld returns from every large territory. There is no daily in the West that pays as much postal fees as the Chicago Record. We quote from that paper the following advertisers' report:

Washington, D. C., May 20.—The mail circulation of a newspaper can be determined with something very near accuracy by its postage bills. Each edition when delivered at the post-office is weighed in sacks, and the postage is paid in bulk, at the rate of one per cent per pound, and not upon the number of copies, Therefore, to make up a pound, it take: a larger number of the Chicago Record than of the heavy blanket sheets printed by newspapers having Sunday issues.

the heavy blanket sheets printed by newspa-pers having Sunday issues.

The following statement from the official records of the Post-Office Department shows the amount of money paid by the newspapers of Chicago, Boston, New York and Philadel-phia, as postage upon their mail circula-tion, during the year 1897, and demonstrates that the Chicago Record has by far the largest mail circulation of any newspaper in the United States, nerhans the largest in the world.

States, perhaps the largest in the wor	ld.
New York World	68,700.24
Chicago Record	61,215.77
New York Journal	52,622.75
Chicago Tribune	38,625.86
Chicago Times-Herald	32,234.25
Chicago Inter-Ocean	30,506.28
New York Tribune	23,393.70
New York Herald	20,705.54
Chicago Chronicle	20,654.16
Philadelphia Record	13,723.78
Boston Globe	11,609.02
New York Press	10,370.50
New York Sun	9,142.93
Boston Herald	8,377.02
Philadelphia Inquirer	7,294.51
Boston Journal	5,807.32
New York Times	5,008.50
Philadelphia Press	4,833.24
Philadelphia Ledger	3,597.22
Philadelphia Times	2,880.90
New York Mail and Express	2,795.30
Chicago Staatz-Zeitung	2,239.04
New York Post	2,853.88
Boston Transcript	2,074.80
Boston Post	1,294.85
Boston Advertiser	1,155.56
Boston Traveler	1,095.44
Boston Record	871.61
-The Mail Order Jo	mrnal.

#### SOMETIMES TRUE IN ADVERTISING.

I have always thought that more true force of persuasion might be obtained by rightly choosing and arranging what others have said than by painfully saying it again in one's own way. -Ruskin.

#### THE SAN FRANCISCO

## CALL

J. D. SPRECKELS, Proprietor
W. S. LEAKE, Manager

#### PUBLISHED EVERY MORNING IN THE YEAR

The recognized family paper. In perfect touch with the best business elements of California

CIRCULATION

## EXCEEDS 50,000 . . DAILY

Correspondents of unquestioned ability Direct telegraphic communication with New York, Chicago and Washington

For sample copies, rates and further information, address DAVID ALLEN, Eastern Representative, 188 World Bidg., New York & C. GEO. KROGNESS, Marquette Building, Chicago.

#### STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

#### fones. By Chas.

Subscribers are invited to ask upon any subject discussed in this nit plans for criticism, or to give their views Address Chas. F. Jones, care Printers' Ink.

I am in receipt of a letter the general substance of which is given be- only made mere statements without low. It explains itself, and may be giving reasons why his statements interesting to some of the stores in were true. He then explained to me smaller cities where some kind of win- that the reason why his collar buttoned dow exhibition is thought to be a de- easier than any other was because sirable thing

"EVENING TELEGRAM."
WEST SUPERIOR, WIS., MARCH 21, 1898. 
Chas. F. Jones, care of PRINTERS' INK, N.Y.:
DEAR SIR—We send herewith an idea for a window device, which may be adapted else-where effectively and which we believe to be where effectively and which we believe to be entirely new. A fine wire is stretched in the window from the floor to the ceiling. This wire is run through the center of a paper balloon in such a way as to hold the balloon in an upright position and allow it to slide up and down on the wire. A hole is cut in the floor of the windowand a lighted lamp is placed directly underneath the lower end of the wire, concealed from the view of those standing on the outside of the window. The heat of the lamp keeps the balloon in constant motion. The balloon rises to the ceiling, then cooling, settles again to the floor to rise again in a short time as soon as the floor to rise again in a short time as soon as the air in it becomes sufficiently heated. If the wire is fine enough not to be noticed and the lamp is carefully concealed it will cause a good deal of comment. Yours truly, t. Yours truly, EVENING TELEGRAM Co.,

Kirby Thomas, Manager.

My experience leads me to believe that the most serious mistake that business men make in their advertising is in not giving a reason for the statement which they make. The public generally are not disposed to take the business man's mere word that certain facts are so. Unless he can clinch these facts by telling why they are so, and giving a reason that the public can the man who went to the doctor and understand and appreciate, it is usually the case that the facts will lose half their force. I recently had an ex- like to have the doctor suggest some perience with a collar manufacturer remedy to cure him. He states, howwhich may explain the point. This ever, that he won't take quinine, but manufacturer came to me and, in talking about his merchandise, stated that he wished to say in his advertisements that his collars would button on to the out his own prescription? shirt much easier than the ordinary collar. I told him that such a state- ton, Ky., I should be led to believe ment as this in an advertisement was that real estate owners would be the good enough in its way, but was not most likely persons to whom a carriage very apt to carry conviction with it, could be sold. Nearly all well-to-do unless he could tell why his collar people own some piece of property should button easier than any other and, therefore, a list of all the property collar. His advertisements in the past owners would pretty nearly include all

had largely failed-perhaps because he around the button-hole the inside linens were omitted. This made the collar thinner at the button-hole than it was anywhere else, and naturally the collar button would slip through easier, as the button-hole would give easy, although the rest of the collar remained perfectly stiff. Thus the fact that the collar buttoned easier could be very clearly understood when the reason was given, but would not be very convincing without the reason.

In writing advertisements, if you will remember to give reasons for facts, the facts will be much more convincing.

LEXINGTON, Ky., ——.

Charles F. Jones, New York:

DEAR SIR—I have a carriage store, and while business is very good I would like to make while business is very good I would like to make it better. For the past few months I have been reading Printers' Ink, particularly your department, and think perhaps you can suggest some way to improve my business without my having to use the newspapers. I don't care to do any newspaper advertising, but if there is any way of getting a list of names to whom it would pay to send a nice circular, I would be glad for you to suggest it. I do not sell anything but carriages and buggies. My goods being the best, only appeal to well-to-do people. Please leave my name out in answering. Yours truly,

Our correspondent is very much like told him that he had been suffering with chills for a long time and would would like to take some sarsaparilla. What in the world does a man go to a doctor for if he has already made

In a city about the size of Lexing-

a carriage. It strikes me, therefore, buy there cheaper than elsewhere. it would be a good plan to get a complete list of property owners and send each a circular. In most cases I usually believe that a series of circulars is better than one. In other words, one circular is soon forgotten, whereas, if it was followed by another and then another, the persons receiving them would be so impressed with the business which they represented that they could not forget it as easily as they would if only one circular was sent.

Mr. Charles F. Jones, New York:

DEAR SIR—Being in the drug store business and situated about sixteen blocks from the business center, I am compelled to sell patent medicines at cost in order to hold my trade. The greater part of my customers belong to the laboring class, being employed in the factories

Sometimes old customers come in and want

Sometimes out customers come in and want these patents on credit; some pay promptly, some after putting me off a month or two, while others fail to pay at all and move away.

I recently changed the business to a cash basis, with the following results: I had no bad accounts, but I lost some of my customers whom I did not like to lose. They ask credit that they are thought they are the seem to be sufficient to the seem to th and pay; they seem honest; I may get my money and I may not.
I always feel like diving in my pockets and handing them the hard cash whenever I sell

goods at cost on credit.

Do you think I am right by sticking to the cash basis? It seems to be the only safe plan.

Please omit my name and city. Respectfully

I believe that our correspondent is pursuing the proper plan when he sticks quite close to the cash basis. do not see any reason why a drug store should be conducted on any other than a cash basis. The only excuse that a drug store could have for giving credit would be that its customers were of the wealthier class, who very seldom pay cash down for anything Customers of the middle they buy. or laboring classes, it strikes me, ought to be found quite willing to pay cash for all the things that they buy at the drug store. Then, again, as our correspondent states that he is compelled to sell patent medicines for cost, I can see no excuse for selling at cost and ness were explained rightly to them. and everybody is required to pay cash, you can show them some practical rethere should be no reason why any sults that others have obtained. It is should take offense. I believe they all very well to go to a man and tell will very soon come back to the cash him what he has missed; but it is very

persons who were in a position to use store when they find out that they can

To those in the lunch room or bakery business, a letter which I recently received may be interesting.

Not long ago in PRINTERS' INK I gave some advice in regard to advertising a lunch room, and quote this letter particularly to give another instance of a concern that finds it profitable to advertise even a lunch counter.

TORONTO, Canada.

Chas. F. Jones, Esq., New York:

DEAR SIR—Just a word to state the writer's appreciation of your remarks in a recent issue of PRINTERS' INK pertaining to lunch rooms.

I was in Chicago a couple of months ago and noticed the wall cards referred to by you. On returning I began the system, changing the cards daily, and find that this method is fruitful of results.

We use the street cars for advertising, point is made of changing them fortnightly, The Little Schoolmaster is always welcomed JOHN KURNBURG by yours truly, Mgr. The Nasmith Co. \* \*

I hope that the following letter does not contain a trap of any kind on account of the connection which I may have had in past times with various concerns in New York City who have been interested in a so-called combination. However, I shall try to answer the letter with as good advice as I can give.

DEAR MR. JONES—This letter may be a lit-tle out of order; if it is, throw it in your basket and forget it; if it is not, and you can give me a word of advice, I shall appreciate it. I have recently been offered the advertising management of a newspaper in a city of 3,000

inhabitants, that is in the center of a rich farm-ing district. The paper has a good circulation, is well gotten up typographically and is full of local news.

There are three large dry goods houses in this town that have entered into a combination not to advertise in the newspapers, using programmes, circulars, etc.

The problem that confronts me is, that if I take the management of the paper I shall have to break the combination, and I don't know how to set about it, as the paper does not feel like offering free advertising to any one of these houses, and really refuses to do this. would you advise? Sincerely yours,

I think the plan that I would pursue would be to let these three dry goods houses severely alone. then giving credit on top of that. I easiest way in the world to get them think that the majority of his old cus- to break up their combination would tomers would still continue to patron- be to let them see how much good the ize him if this change to the cash busi- newspapers can do to some one else. I do not believe that they will be con-If no exceptions are made to the rule verted to believing in advertising until

ness of these three houses, or by even cares whether they advertise or not. intimating that I would be glad to have their business. I should look over the field carefully and pick out and struggling for an existence, perhaps, and I would devote my time and attention to building up the weak business, feeling sure that the hardest blows which I could give to the combination gentlemen would be by helping some other concerns to take their business away. Having selected some other business houses who were willing to advertise, I would do everything in my power to help them. I would give them free reading notices. I would give their advertisements the best possible positions, and I would give them such reasonable rates that they would be glad to use large spaces. I would new. make these houses that did advertise with me so prominent through my publication that the public generally would hardly have time to think of anybody

After I had this plan of work fully organized, and after I felt satisfied that the three houses in the combination had begun to recognize that other stores were rapidly developing into strong competitors, I would then begin to let the combination know that, while I would like to have their business, I was not going out of my way particularly to get it, and did not want to be placed in the light of begging for it. The majority of business men, does not come too easy. It seems a strange thing that it should be so, but nevertheless it is. They will be more apt to patronize your publication after you have thoroughly convinced them paper. It strikes me that our corre- are bringing them to-day. pendent and largely ignorant of the use of the facilities that it has.

hard to make him see the point unless existence of the business concerns who you can show him where some other have attempted to do business without fellow has secured benefits through the aid of the newspaper. Nothing advertising which would have been makes such short-sighted concerns lost without advertising. I don't think more favorably disposed toward ad-I should begin by soliciting the busi- vertising than to feel that nobody

I do not believe that the retail mersome other concerns that were smaller chants generally, outside of the department stores and dry goods stores, get the benefit of their show windows that they ought to get. The smaller stores do not make their show windows anything like as attractive as the larger ones, and this, perhaps, may be one reason why the small merchant is today complaining that the big stores are getting all the business. There are, of course, many reasons why the large stores are becoming more popular, but I think that the small store suffers its largest loss of trade because it does not use the facilities which it has to hold the old trade and attract The small store with one or two windows ought to make those one or two windows just as good as the larger store can make any one or two of its greater number of windows. small merchant, in fact, can really get greater benefit out of a good window than a large store can, because a really attractive window in a small store is more of a novelty, and is, on account of its singleness, more apt to force itself upon the passing public. When the pedestrian passes a large store he sees ten or twenty very attractive windows all in a row; they are all so attractive that no particular one stands out in marked contrast to the others. Whereas the small store that makes a like the majority of other people, are feature of its show windows will, permost anxious to secure the thing that haps, have the only attractive windows on the block, and thus every person who passes along the block will naturally have their eyes focused upon the one store that makes a business of getting the best possible service out of its that as a newspaper you don't particushow windows. Of course the day may larly need them. As long as they come when all the windows on the block think you need them, or that they are will be equally as good; then there patronizing you in the sense of bestow- will not be so much contrast, and no ing a favor, it is very certain that they one store will get quite so much benefit, are going to stick largely to their pre- although all of them will get a much vious plans of staying out of the news- greater benefit than the poor windows spondent will find it much easier to store of to-day, in competition with the break up the combination by appear- great stores, will hold its own only in ing, for a time at least, wholly inde- proportion to the way in which it makes

### By Actual Measurement

From January 1 to June 1, 1898, the Minneapolis Tribune, in its all-day editions and Sunday editions combined, carried 3,646 columns of paid advertising. During the same period the St. Paul Pioneer Press, in its daily and Sunday editions combined, carried 3,013 columns of paid advertising, while the MINNEAPOLIS JOURNAL carried 4,346 columns of paid advertising, during the same period, in its six issues per week.

This shows beyond doubt that the MINNEAPOLIS JOURNAL, with its six issues a week, carries 20 per cent more advertising than the Minneapolis Tribune with all its daily and Sunday editions combined, and 44 per cent more than the St. Paul Pioneer Press, with its daily and Sunday issues combined.

While the rates of The Journal are higher per line than those of any other paper in the Northwest, its space is cheaper, as the price per thousand of circulation is lower.

From January 1 to June 1, 1898, The Journal's average daily circulation was 45,953, at least 25 per cent more than any other daily in the Northwest. Average daily circulation for May, 53,742.

For rates, etc., apply to

R. A. CRAIG,

In charge of Foreign Advertising,

41 Times Building, New York.

87 Washington St., Chicago.

FROM A WORRIED BROOKLYNITE.

BROOKLYN, N. Y., June 11, 1898. Editor of PRINTERS' INK:

Readers of PRINTERS' INK will remember Readers of PRINTERS INK will remember that a law was passed last year making it a misdemeanor for any one to place or caused to be placed in any private letter-box in the State of New York, any dodger, circular, booklet or other printed advertising matter, unless sent through the mails. That law has not been carried out to the letter. And many advertisers have through the mails. That law hashot been carried out to the letter, and many advertisers have ignored it altogether. So far no prosecutions have been made, but it is rumored that an action is about to be brought against the Quaker Oats Co, for infraction of the law, and a unique feature of the charge is to be that the letter-carriers of Brooklyn have been used by the advertisers as the medium for distributing a folder. The postmen, it appears, have been induced to carry large quantities for a small 2 3-4 x 4 3-4 Quaker Oats folder, and to put one in each letter-box on their respective routes, in consideration of the fact that the third page of the eration of the fact that the third page of the folder shall bear the following ad:

#### The Brooklyn Letter Carriers

WILL HOLD THEIR

SIXTH ANNUAL FESTIVAL

...AT...

ULMER PARK, BENSONHURST, Monday, July Fourth, 1898.

COMMENCING AT 2 P. M.

25 CENTS. You are Cordially Invited.

It is obvious that the spirit of the law against letter-box stuffing by advertisers is violated by both the Quaker Oats Co. and the letter-carriers. "Through the mails" has a distinct meaning and implies that postage shall be paid upon matter as distributed. The letter-carriers have no more right to stuff letter-boxes with private advertising matter which is not paying the regular government tribute, than any other class of messenger or employee. Their duty is to distribute mail matter and nothing else, JOHN S. GREY,

#### LAMPTON'S LAMENTATION.

NEW YORK, June 8, 1898.

Editor of PRINTERS' INK :

I note with pain that the Little Schoolmaster is taking a back seat, in that it seconds the mo-tion of Mr. Charles Austin Bates to relegate to obscurity my new word, "aditor," which is de-signed to take the place of ad-smith, which sounds as if it had been made by a blacksmith. sounds as it it had been made by a blacksmith. It should not be necessary for me to go into any defense of my word, and I am not going to do so here. I shall simply submit it to those handling advertisements from their creation to their final end. Let the consensus of their opinion determine whether the word shall live or die. Yours, whether the word shall live or die. Yours,

#### A LEADING QUESTION.

Dr. Soonover examined the patient's tongue

carefully and said sternly:

"You might as well own up. You have been taking some patent medicine for your bilious-

ness."

"I--I tried a bottle of Dr. Getthar's
Miraculous Liver Renewer and Bile Discour-

ager." I knew it," exclaimed the doctor excitedly.
"I knew it," exclaimed the doctor excitedly.
"Do you want to murder yourself some day patronizing those poisonous quack medicines? What do you suppose we doctors are for?"—
Tammany Times.

IN WARSAW, N. Y.

WARSAW, N. Y., June 11, 1898. Editor of PRINTERS' INK:

Here is a circular that is an advertising curi-osity which deserves a place in your museum.

I AM THE

#### ADVANCE AGENT

## Hygienic and Sanitary CONDITIONS.

## Work While You Sleep!

Give Your Job to

#### W. BARBER.

Whose Post-Office Address is

#### CAINESVILLE, N. Y.

The advertiser is an one pools, etc. Yours truly,
D. M. CAUFFMAN. The advertiser is an old negro who cleans cess-

FROM THE PACIFIC COAST. SAN DIEGO, Cal., June 4, 1898.

Editor of PRINTERS' INK :

A dealer in books and stationery has in his window a history of Peru open at an illustration showing a Peruvian native being burned at the stake by the genial Spaniards, and on the op-posite page is pinned a sheet of paper with the written words:

written words:

"The treacherous Spanish burned the Inca
of Peru after they had received a room full of
gold from his subjects as the price of his freedom. We remember Cortez and Pizarro. We
remember the Maine."

A drug firm has in its window three baby
wild cats, eight weeks old. They are very
active and graceful. Rocks are piled about to
make them feel at home, perhaps. A candy
manufacturer has a large window in which two
men and a handsome young woman are em-

manufacturer has a large window in which two men and a handsome young woman are employed every Saturday in making "buttercups," which are advertised by a card at a cut price, "to-day only." He generally sells all they can make. Even the Japanese are "catching on "to the mail-order schemes. A postal card comes to me from Kobe, one paragraph of which has a familiar ring. It reads:

"Twenty-five cents, U. S. money, or one shilling, or one yen Japanese currency, pays for your name, address and occupation (translated into Japanese) in the above directory, published from time to time in the Japanese language, and sent to leading merchants and manufacturers throughout Japan. Advertisement rates may be learned upon application. Address K. UETA, Shimoyamate Sanchome, Kobe, Japan." If it had only said that the directory "goes whirling all over Japan," I should have been tempted to subscribe.

JOHN K. REYNOLDS. JOHN K. REYNOLDS.



Only three papers in California throw open their books and pressrooms to substantiate circulation. THE BEE is one of them.

The circulation of The Bee is not large but it positively covers its field. Its circulation is guaranteed to advertisers by the American Newspaper Directory under the usual forfeit to any one disproving cleim, as being the largest in Sacramento City and County, or Second Congressional District of California (population 175,000).

Three-fourths of all houses in Sacramento (population 33,000) receiving any newspaper are paying subscribers to THE BEE. One-half of all houses receiving any newspaper by carrier receive no newspaper but THE BEE.

It is impossible to cover this, the great fruit-bearing section of California, without THE BEE.

An advertiser may use space in a newspaper for a tine without results, but thousands will not continue to spend money in this way for years unless it pays. Here's THE BEE's advertising record for seven years: Number of ads published in 1891, 71.256; in 1892, 97,364; in 1893, 106,864; in 1894, 119,483; in 1895, 117,837; in 1896, 137,559; in 1897, 151,227. These totals are 50 per cent higher than shown by any other paper north of San Francisco.

"Our rates are high, but advertisers get full value and say so."

Guaranteed circulation 6,600,

Eastern Agent: E. KATZ, Temple Court, NEW YORK.



#### CAUGHT BY COLONEL REFLIPE W. THENUZ.



THE Journal has long suspected that news published in its evening edition was utilized by the World as a foundation for home-made "specials." In order to settle this matter a plot, really delightful as plots go, was laid and carried out. Taking the four words, "We piller the news," the Journal turned two of them end for end and ran the other two together, making "Reflipe W. Thenuz," and wrote and printed that this creature of the imagination was an Austrian artillerist of European renown, who had been mortally wounded at Aguadores. Marvelous to relate, the World's elserday morning published a "Special Cable Dispatch," dated "On Board the World's Dispatch Boat Three Friends, off Santiago de Cuba, via Port Antonio, Jamaica," which stated: "Col. R. W. Thenuz, an Austrian artillerist, well known throughout Europe, who, with Col. Ordonez, was defending the land batteries of Aguadores, and the artillery on the road from the latter place to Santiago, was so badly wounded that he has since died."—New York Times of June 10, 1898.

## Away Ahead of all Competitors.

During the first five months of 1898 The Mail and Express printed 1,172,052 lines of advertising, a gain of 135,002 lines, or 13 1-6 per cent over the corresponding months of 1897.

The next paper on the list printed 155,-414 lines less than The Mail and Express and showed a loss, as compared with the same months last year, of 83,524 lines, or  $7\frac{1}{2}$  per cent of its entire advertising patronage.

There is an excellent reason for the phenomenal gains of The Mail and Express when other newspapers are losing patronage.

During the five months beginning November 1, 1897, and ending March 31, 1898, the daily average net paid circulation of The Mail and Express has increased, as compared with the same months one year ago, 57 per cent.

These two gains put The Mail and Express still farther in advance of all competitors and emphasize its position as

The Leading Evening Paper.

#### ADVERTISED.

NO. XVIII .- ADVERTISING BY PHO-TOGRAPHERS.

There are some people who have an aversion to "getting their pictures taken," and there are others with whom being photographed is a fad. Both are extreme cases, but the majority of families like to have their membersparticularly the younger ones-photographed, and the reasons are various. Parents like to preserve a record of the appearance of their children at certain ages, showing their growth, change of figure, costume, etc. Others, whose little ones are delicate, wish their portraits as mementoes in case they should be prematurely carried away. Other people, both male and female, have their photos taken through sheer vanity. In the case of friends visiting each other from distant places it is often desired to be photographed together by way of a souvenir.

#### HAVE YOU "CUTE" CHILDREN?

Have their pictures taken while they are cute. Cuteness in appearance does not last forever, you know. We make a specialty of forever, you know. We make a specialty of children's photographs—taken by the in-stantaneous process. We are offering Im-PERIAL CABINET PHOTOS at \$3 per doz.

> KAMMERA & . CO., Photographers. Hill Street.

gaged couples, however mutually homely in appearance, have a weakness for letting the camera do its deadly work while they pose in more or less affectionate attitudes. Clubs, societies and fraternities and social and military organizations make a practice of being photographed in a body on some auspicious occasion, when they are assembled together in their best clothes and uniforms. Then, again, many private individuals, who own or rent fine-looking residences, take a pride in having them reproduced by the camera so that they may be sent to envious friends and relatives residing at a distance.

These are only some of the reasons why the great public makes frequent demands upon the photographer's art, but they are sufficient to show that, in populous sections, a good photographer has a wide field of work open to him, provided that he knows how to cultivate the field by good advertising. Unfortunately that is just where he is

BUSINESSES INADEQUATELY ideas of publicity are confined to the periodical scattering of cheap and badly-printed business cards and meanlooking dodgers, and the artistic deco-

PRESERVE THEIR PICTURES!

The lives of little ones are at all times precarious. Every parent regrets, when they precarious. Every parent regrets, when they did not have a photograph of the little darling. Better have one taken now, while the child is healthy. We make the best photographs in the city. FULL IMPERIAL SIZE. \$3.00 per dozen.

KAMMERA & CO., Photographers. Hill Street.

ration of his studio windows. He does not seem to see the incongruity of an artistic business and inartistic business literature. His window displays good work of his own, his advertising the worst efforts of the printer.

All legitimate businesses should be legitimately advertised if permanent success is sought after. A photographer can no more expect to boom a good business by poor advertising methods than any other tradesman or professional man. Moreover, the better the character of a man's business the better the class and style of advertising we expect from him. Even in the distribution of their cheap dodgers and cards photographers, as a rule, confine themselves to the vicinity of their establishment. They must have the idea that only those who pass the place are likely to want to be photographed. A man or woman may not care to go far out of the way to buy a piece of beef, a few yards of ribbon, a necktie, or other trifle, but both will go a long distance to have a good photograph taken. A five-cent car ride, even of a few miles, won't stand in the way of a good photographer drawing customers-if he tries.

A newspaper advertisement, even if used only once a week, will reach all

#### WHEN DISTANCE SEPARATES

beloved friends and relatives it is a consolation to have their portraits always with us. While they are here have their photos taken at our studio. Beautiful, permanent pictures that always please. Children's pictures a specialty. IMPERIALS \$3.00 a dozen, KAMMERA & CO.,

Hill Street. Photographers.

the corners of the city. Two newspapers would, of course, reach more people. Attractive facts about photograremiss. The average photographer's phy, about its uses-about your advantages and facilities for taking good pictures, the artistic character of your work and the moderation of your charges-all these points, hammered home in every ad you inserted, would impress the public, in that form, more than if you distributed tons of cheap cards and dodgers throughout the city.

Have you not noticed, Mr. Photographer-and the question may be put alike to all business men-that genteel and ultra respectable people are averse to accepting advertising literature in the street, and do you not know that to attempt to thrust it upon them is an insult they will resent? There is dignity in neat newspaper advertising. There is success in it when properly done. There is neither dignity nor success in handing out poorly-printed matter to every passerby on the street. Such a system of advertising lowers a business in the eyes of all respectable people.

Of course newspaper advertising costs money. So, relatively, does cheap printed matter. But the former

#### CLUB PHOTOGRAPHS.

Clubs, societies, schools and establish-ments contemplating having photographs of large groups of people will do well to communicate with us and get our estimates for such work. Photographs taken in any size. The best and most permanent work at the lowest prices. Call or write

KAMMERA & CO., Photographers. Hill Street.

is much more likely to bring results and to yield the advertiser a profit, besides which it will enable him to earn the respect of the community, which dodger-distributing never did and never will. A few suggestions for oneinch newspaper ads are herewith JOHN S. GREY.

#### IT WOULD MAKE A SICK MAN-IL-A!

The man who makes puns on our naval and army heroes has been very much in evidence of late, but the most extreme case of punning yet heard of in the form of an advertisement seems to be the following card, shown in the window of a clothing store in Union Square, New

DEWEY sell clothing cheap? Well, if you HAVANA experience you will know that to be the

MAINE cause of our success. Again, the MERRITT of our goods causes the people to travel

#### MILES to patronize us.

A single line in another part of this window "We welcome the looker as well as the buyer"has much more common sense and attractiveness in it than the string of bad puns quoted,

#### FENCE AND ROCK HISTORY.

The first fence and rock work was done by two men—Bradbury, known as "The Old Vet-eran," and "Old Wise." These pioneers started out in 1862 for the Demas S. Barnes Co., P. H. out in 1852 for the Demas S. Barnes Co., P. H. Drake advertising manager, and for two years painted "S. T. 1850 X," the mystic and famous symbol of "Plantation Bitters." Wise died in 1884, but Bradbury is living, hale and hearty. He retired from the bulletin business in 1856, having been succeeded by his two sons, who are naving been succeeded by ins two sons, who are continuously engaged, as was the elder Bradbury for over thirty years, by "Sozodont." C. W. Bradbury, the elder son, began his bulletin work in 1872 for "Walker's Vinegar Bitters." Two years later "Hote," who is still in the business, began his career in the same line. Others might be mentioned, but in point of service the Bradburys hold the record among living bulletin men. thirty-five years standing. living bulletin men, thirty-five years standing to their credit. New York was the theater of first operations in the building of the modern first operations in the building of the modern bulletin. Kissam & Allen introduced this style of work, but it was reserved to the Sozodont people to enlarge the size of signs theretofore thought sufficient and paint the familiar Sozodon advertisements, or bulletins, from 30 to 200 feet in length, with special bulletins of extraordinary size, such as the Portland covered bridge (over the Delaware River) 800 feet in length. The Sozodont publicity led the way in the liberal scale upon which it was planned in those early days, following the railway lines through open country between populous centers. Newspapers quickly recognized the utility of this plan and adapted it to popularising live papers in the principal cities.—Frederick L. Perine, in Advertising Experience. in Advertising Experience.

#### THE ASSOCIATED BILLPOSTERS.

THE ASSOCIATED BILLPOSTERS.

The Associated Billposters is an association comprising over 90 per cent of all billposting concerns of the United States, organized with the object in view of establishing a fair scale of prices, to be universally charged for correct, honest service, thereby giving all customers of the billboards good value in display calculated to encourage the use of billboards.—Art in Advertising, New York.



A BUSINESS SECRET.

Using one's advertising space in Puck for retended jokes, and then republishing these okes in other papers credited to Puck, certainly seems a good way to insure that announcements are read.

#### ADVERTISING DEVICES FAILED.

such an art has it become that unless the race, and would then return them the advertiser displays an exceptional for exhibition and advertising purposes, amount of smartness he fails com- and promising a little acknowledgment pletely in his object. Sometimes, too, in the way of a small check on that those who have devised very ingenious occasion. Judge of their surprise means of attracting the public atten-tion are quite outwitted, either by the public themselves, or by rival advertisers. There are some very amusing and this was found to be correct. The instances in which this has happened.

of the great polar expeditions was and the rider was one who preferred being fitted out, a famous firm of pill birds in the hand. manufacturers conceived what was thought to be the brilliant idea of sup- of similarity to the one just related, a plying the explorers with their specialty and duly booming the fact when the most favorable moment arrived. Therefore a special batch of pills was prepared, and they were put into little boxes which bore particular labels with the name of the contents, and the important races on the same day, and bold announcement: "Specially prepared for the flag also bearing the name of the pills, were duly delivered on board the vessel before it left for the Arctic regions, but none of them ever reached what should have been their destination.

Unfortunately for them, the doctor of the party was a devoted student of natural science, and his eye no sooner fell upon the pill-boxes than he realized how splendidly they would serve tising medium was of very little value as receptacles for his specimens. He promptly opened them all, emptied all the pills on deck, and retired in possession of his prizes. This, however, was

not the end of the pills.

One of the principal members of the expedition was something of a sportsman, and was fond of peppering at the sea-birds with his rifle. Observing the little doses of compressed medicine, he put them in his rifle in place of bullets; but the story does not tell whether they succeeded as instruments of death as well as they were supposed to do in the opposite direction.

Not long ago a great cycle road race was being held on the continent, and one of the competitors, who was many days had elapsed, not only did thought to have a good chance of vic- several of these young merchants fail tory, was an Englishman. Before he to turn up at the new offices, but left this country the makers of a special were seen in all the glory of their new kind of cycling shoes sent a pair to outfits, and with a great sense of the him, which had been carefully made to carnestness of the competition, crying size from a pattern shoe which the out the contents of their old love with

THAT rider had worn and which they had been able to procure. With the shoes they inclosed a note expressing the de-This is an age of advertising, and sire that he would wear them during when, immediately after the race was over, a rival firm announced that their own particular make had been used, reason why the second firm scored was Two or three years ago, when one that they sent their check in advance,

In another case, bearing some points cycle manufacturer provided a promising young racing man with a machine on very special terms, in the hope that he would win for himself a reputation, and so bring his mount into prominence. By and by he won a couple of the manufacturer at once advertised the - Polar Expedi- fact in a local paper, laying stress on These, together with a small the means by which the victories had been accomplished. He, too, and the public as well, were surprised to find another firm declaring in the same way that the races had been won on their machine, and it then transpired that this astute rider had played the same game with both makers, unknown to each other, and had got two machines "on the cheap," and so as an adverto either of his benefactors.

In a large town in the Midlands an evening newspaper was started in opposition to one that had been established for many years. The proprietors had difficulty in persuading the street boys to sell the new paper in preference to the older one, which the public had naturally become accustomed to; so, in order to overcome their scruples and to advertise their venture at the same time, they offered to supply all the newsboys who would sell it with good new uniform caps and coats, bearing the name of the paper in big gilt letters. This offer, of course, met with a ready response; but before

more vigor than ever. This was adding insult to injury, in the same way as do many country news agents who are supplied with elaborate enameled boards on which to display the contents placard of a particular daily newspaper, the title of which figures prominently at the top, but which boards have pasted on them as often as not the placard of that newspaper's bitterest rival.

The manufacturers of alcoholic liquors and mineral waters are notoriously enterprising in their methods of advertisement, frequently supplying hotel keepers with water bottles, match stands and such like, of really substantial value, having, of course, marked on them the names of the specialties concerned. But a small proportion of these serve their intended purpose. One morning, when the bar of a small hotel was almost empty and little business was being done, a customer entered and found one of the barmaids busily engaged in rubbing a number of finely-cut water bottles with an acid preparation, by means of which the prettily hand-painted name of a particular brand of soda water was made to disappear. On inquiring the reason of this procedure, the answer came that "Misses wants them for the bedrooms," and it is to be feared that a similar fate belongs to a great many such articles.

A bold trick was played in a Staffordshire village, not very long ago, upon the advertisers of a soap of many virt-A fine large placard in several colors had been pasted up in a prominent place, and attracted considerable attention from inhabitants who passed One mischievous individual, however, who was evidently in possession of some kind of luminous paint, operated upon it in secret, with the result that when darkness came large ghostly letters appeared for a time upon the face of it, which told the awe-struck viliagers: "Correction—Ginx's Soap (not Softe's) is absolutely the best." It need hardly be said that, unfortunately for the firm of Ginx, this advertisement, short-lived as it was, was more successful than the one only visible during the day .- Tit Bits.

#### HIS IDEA.

"I wonder why," said Mrs. Dukane, "Admiral Dewey is to give Manila just thirty-eight minutes to surrender. That is such an odd number." "He probably marked that time down from fifty minutes to make it more attractive," replied Mr. Dukane.—Pittsburg Chronicle-Telegraph.

THE PICTURE OF DOUGLAS.

The brow of W. L. Douglas beautified an advertisement of the Siegel-Cooper store in the New York Evening Sun of May 18th. A cut-price sale of the Douglas Shoe was announced, the figure being whittled from \$3 to \$1.95. This price was described as "the low-\$1.05. This price was described as "the low-est ever quoted for Douglas shoes to our knowl-edge anywhere in the United States, and in naming it we feel that we are offering to the purchasing public what can unhesitatingly be declared the shoe chance par excellence of 1898." Now, it happens that the familiar cut 1808." Now, it happens that the familiar cut of Mr. Douglas is not merely beautiful as art, but it has the beauty of usefulness. It is copyrighted. This is one of the few things the advertising manager of the Siegel-Cooper Co, did not know. Douglas came down upon "the big store" like a cruiser upon a Spanish merchantman. He could stop the unauthorized exhibition of his copyrighted features, but he could not stop the carving of prices. In an advertisement published June 1st of the Siegel-Cooper Co, was this:

In this space we had Mr. W. L. Douglas's picture the last time we cut the price on his shoes.

> The picture is copyrighted, but the price Is Not.

The firm said: "Two weeks ago to-day we announced a sale of W. L. Douglas' \$3 shoes for \$1.95, and what a turnoil it caused! Not only was the department crowded to overflowing throughout the day, not only were the shoes, 2,500 pairs of them, snapped up before the day was half over, but the manufacturer himself pounced down upon us for having reproduced his picture in our advertisement, claiming trade-mark protec-tion for the same. We fully realize that our privileges must end where the rights of others commence, so we shan't reprint the face of Mr. Douglas, but we will take the liberty of selling once more to-morrow, Thursday, 1.600 pairs of W. L. Douglas' \$3 shoes for \$1.95."—National Advertiser, New York City.

THE PHILADELPHIA "RECORD'S" MAIL CIRCULATION.

Figures compiled at the Post-Office Department in Washington show that the Record led the newspapers of Philadelphia in the amount of money paid in bulk, at pound rates, for postage upon mail circulation during the year

postage upon man encuation during the year ended December 31, 1897.

The amount paid by the Record for postage upon its mail circulation during the year 1897 was \$13,723.78. The amount paid by four of its morning contemporaries during the year 1800 approperated \$18.607.87.

1807 aggregated \$18,607.87.

During the first quarter of the current year, ended March 31, 1898, the amount paid by the Record for postage upon its mail circulation was \$4,060.78. The amount paid by four of its morning contemporaries during the same quarter aggregated \$5,267.05.

#### WHAT LIPTON SAYS.

I heartily believe in advertising. It is the life blood of modern trade, for in this advanced age everybody reads, and newspapers and periodicals are the best mediums.



Quality of circulation counts in high-grade advertising as well as quantity. Every expert knows this.

The quality of the

## Woman's Home Companion

subscription list is unquestioned, for it is gained by the best premium system known in America, which calls for cash payments of from \$1 to \$12 per subscription.

If the amount required to become a subscriber is high, only highclass people can respond—and in this event the Companion must have the best readers in the world—in the cities and big places from coast to coast, where hundreds of agents are at work.

300,000—million and a half readers— \$1.75 a line—less for quantity.

#### MAST, CROWELL & KIRKPATRICK, Publishers

NEW YORK

SPRINGFIELD, OHIO

CHICAGO 1643 Monadoock Bik.

#### NOTES.

AYER'S CHERRY PECTORAL, Ripans Tabules and the Keeley Cure are gaining admission to many of the medical journals. What next?—Medical Herald.

A Brooklyn hardware dealer has a window full of pocket corkscrews which he advertises with the line: "Our corkscrews have a strong pull with the city politicians."

A PLAG DEALER of Newark, N. J., has all the awnings in front of his store made of American flags, and the effect is striking and pretty. In his window is the appropriate sign: "This is the banner store for flags."

An advertiser in a religious journal announces: "Lady, leaving England permanently, must sell family grave; hold five." This is probably the first time that a second-hand tomb and its contents have been publicly offered as a bargain.—Jackson (Mich.) Eventug Press.

Some of the prettiest booklets that come from the West are issued from the presses of the W. B. Conkey Co., of Chicago. Mr. E. A. Wheatley, who writes them, is one of the best adwriters of the day, and the Conkey Co. occupy a similar position so far as mechanical preparation of such advertising matter is concerned.

AN official newspaper is published at the headquarters of the Cuban army. It consists of one sheet, roxt4 inches. The first number, under date of May 10, 1808, is designated as "Supplemente A," and contains a half column account of the battle of Manila, which conveyed for the first time to the soldiers of the Cuban army the facts concerning Rear Admiral Dewey's magnificent victory in the Philippines. Besides the official notices and orders issued to the army, the paper contains a lengthy address issued to the Cuban army and people by General Gomez,—National Advertiser.

EVERY now and then some foreign idiot accuses us of a tendency to an indecent hunt after money. Yet we find that Piper Findlater, who received a Victoria Cross the other day for his gallantry in playing his regiment into battle after his legs had been shot through, has accepted an offer of twenty-five guineas a night to play at a London music hall. This has led a cynic to remark: "If the piper could be induced to say that he had been nerved for the task by So and So's cocoa, or that his fingers owed their skill on the chanter to his persistent use of Somebody's soap, he might no doubt almost double his earnings." The pushing manager is not of any one country or of any one city.—New York Evening Sum.

#### A NAME.

The familiar query, "What's in a name?" as applied to things rather than persons, finds sufficient answer in the success achieved by an almost innumerable list of products that have won fame and fortune for their producers under special names or trade-marks. An infinite variety of articles, ranging through the whole category of human wants, are known purely through brand names; and tit would seem to be an idle task, at this late day, to advocate the value of a particular name for any product placed upon the market as a candidate for public favor. The wide appreciation of this truth is instanced in thousands of cases; but its force appears to have been lost upon many manufacturers to whom it should appeal. Select a name for your product, have it copyrighted by means of a trade-mark, and then advertise it. If the goods possess merits that are superior to similar goods made by other manufacturers the fact will become quickly known. Then—success is assured.—Dry Goods Economist.

#### PROTECTION OF PROPRIETARY RIGHTS.

The following is an extract from a decision of the acticuit court of appeals on the question of the protection of proprietary rights in names, catch phrases, trade-marks, etc. The question arises, does this not also include the use of misleading similar illustrations in advertising:

"Disguise defeats the very end and object of legitimate competition, which is the free choice of the public. One may not legally use means, whether marks or other indicia, or even his own name, with the purpose and to the end of selling his goods as the goods of another. If such means tend to attract to himself the trade that would have flowed to the person previously accustomed to use them, their use will be re strained by the law. And we also there said: A specific article of approved excellence comes to be known by certain catch words easily retained in memory, or by a certain picture which the eye readily recognizes. The purchaser is required only to use that care which persons ordinarily exercise under like circumstances. He is not bound to study or reflect; he acts upon the moment. He is without the opportunity of comparison. It is only when the dif-ference is so gross that no sensible man acting on the instant would be deceived, that it can be said that the purchaser ought not to be protected from imposition. Indeed, some cases have gone to the length of declaring that the purchaser has a right to be careless, and that his want of caution in inspecting brands of goods with which he supposes himself to be familiar, ought not to be allowed to uphold a simulation of a brand that is designed to work a fraud upon the public. However that may be, the imitation need only be slight, if it attaches to what is most salient, for the usual inattention of a purchaser renders a good-will precarious if exposed to imposition."—A dvertising Experience, Chicago, Ill.

#### "TIT-BITS."

Once upon a time, so runs the story, there was a man in London who had ventured upon various publishing schemes with but poor success, and was beginning to despair of ever making a fortune when, by chance, he bethought himself of a huge scrap-book which his wife had compiled of various literary odds and ends that had enchained her fancy. She called her scrap-book "Tit-Bits," and it occurred to her husband that such odds and ends, published in periodical form, might interest other people as well as his wife. The result of this meditation on his part was the appearance of a little penny paper called Tit-Bits, which proved so popular and gained such a wide circulation that its proprietor felt encouraged to place other literary ventures on the market, and it was not long before he became known as the publisher of a number of extremely popular penny periodicals. He is now a millionaire many times over and a baronet, while his wife, whose scrapbook proved the corner stone of their prosperity, finds her reward in title of Lady Newnes.—"Munsey's Magazine.

#### LITHOGRAPHY MADE PLAIN.

The principle underlying all litho, printing is simply this: I Drawings made with a greasy ink upon the polished lithographic stone will remain greasy when the surface of the stone is damped; a printer's roller charged with ink passed over it will only "catch" on the greasy lines of the drawing, the damp stone resisting the deposit of ink from the printer's roller. In this lies the whole mystery.—The Billboard.

Good advertising is cheap. Poor advertising dear at any price.—Binner.

THE ADSMITH.

Full many a bard is born to blush unseen And walk from morn till eve a dry goods floor; Full many a Milton shows the silken sheen Of hosiery, and finds his work a bore.

Full many an Angelo is painting barns, And many a Mendelssohn is sharpening saws; And many a Bonheur at a stocking darns The while she darns this cold world and its

Full many a Byron, clad in white, may go With broom in hand to sweep the city street; Full many a Browning mixes baker's dough Instead of mixing words with rhythm sweet,

All these may feel that Fate has "done them dirt

And all are right, perhaps, since Fate is stern; But One there is who never will assert That for another calling He might yearn.

The Adsmith stands four square to every wind; He's proud to be an Adsmith, you can bet; He's never worried with a soaring mind; He only hopes to pocket "twenty, net."

Contentment this; what more could any ask?
The Adsmith knows His ads the world must

No other man could do His slightest task-Your Adsmith is the true Philosopher Fame.

#### IN MAIL-ORDER ADVERTISING.

A great many advertisers complain, that when using some mail-order publications, they do not receive results commensurate with the large receive results commensuate with the circulation that some of the cheap publications claim. In looking over the last issue of the Columbian we find about 6,500 lines of space occupied by advertising. Of this 2,200 lines, occupied by advertising. Of this 2,200 lines, or practically one-third, is used by the publisher in advertising the following articles: spoons; butter knives; napkin rings; knife, fork, spoons; butter knives; napkin rings; knile, fork, spoon; cleansers; shirt waist set; books, songs, silver servers (a pieces); ladies' belts; stamping outfits; printing outfits, family records, Maine spoons, Maine buttons, Maine flags; glove cleaner, linen marker. Now, how can an advertiser expect his five, six or a dozen-line advertisement to compete with the publisher's, who pays nothing for his space? The advertiser of the specific property of the space of the specific property of the space. tiser pays for the publication of his paper, which is practically a large catalogue distributed everywhere to sell the publisher's goods.— Mail Order Journal.

#### HE WAS FIRED.

First Partner-Fire that new adwriter at once.

Second Partner-What's the matter?

First Partner—Listen to this, after a description of our new bicycle:
"Don't risk being chaated elsewhere. We have sold over 3,000 already."

#### Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga. PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngs-

town, Ohio. PUBLISHERS of weeklies in large towns desir-ing to issue daily newspapers write A. McK. GRIGGS, Norfolk, Va.

I PA'NT metal roofs. Work guaranteed for 10 years. HARVEY ENGLISH, Albany, Ga. English paint stops leaks; Yes It Do.

M AIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

EXPERIENCED men acquainted with class journals and country weeklies wanted in large cities. ASSOCIATED AMERICAN PRESS, Norfolk, Va.

JOHN E. JOHN E. THORNTON, formerly of Buffalo, Watertown, etc. Present address desired. E. F. DRAPER ADVERTISING AGENCY, Temple Court, New York.

WANTED-A partner in the publication of a first-class daily in Eastern Penna. A fine opportunity in a good field. Address "CONFIDENCE," care of Printers' Ink, New York.

MANTED-Advertisers to know that we have A ARED-Advertisers to know that we have a larger circulation than any newspaper published in the Valley of Virginia. Advertising rates furnished on application. Address THE WINCHESTER PRESS, Winchester, Va.

WRAPPERS to wrap. Buy a \$4 economy wrap-per paster, and do the work twice as quick, better and without "muss." Great time saver, In stock all branches &M. TYPE FOUNDERS CO. See addresses under "Advertisement Contract-ors."

\$\$\$\$\$\$\$\$\$\$\$\$\$\$ THE REASON \$\$\$\$\$\$\$\$\$\$\$\$ why business men like my lithogravure letter-head plates is that although they are for use on common printing presses they give the effect of expensive lithographic work. Josto no more to print them than common type-set headings. Price \$8.75. Buildings, etc., extra. Buildings, etc., extra. W. MOSELEY, 94 Hill St., Elgin, Ill.

#### 9888138388133814448883888888888488843848

WANT
HIGH-GRADE
ADVERTISEMENTS:
CAN WE GET YOURS!
50,000 GUARANTEED CIRCULATION.

| Rates, 25 cents per agate line, each insertion, | 11 ads next to reading matter, | 1.10 ads next to reading matter, | 1.00 buys 4 inches | 1.25 " 5 lines | 17.50 " 5 linches | 1.75 " 6 lines | 17.50 " 6 linches | 1.75 " 5 linches | 1.75 " 6 linches | 1.75 " 7 linches | 1.75 " 5 lines
6 lines
6 lines
½ inch
1 inch
2 inches
3 inches 3,50 7.00 10,50 49.00 98.00 196.00 one col. half page 64

10.50 " inches 16c.00c. " inall page of the control of the control

#### BILLPOSTING AND DISTRIBUTING.

WIN CITY BILLPOSTER. CLAY WATSON, Baltimore, Ohio.

#### CUTS FOR ADVERTISERS.

CUTS—We tell you how to make them for \$1.
No camera, no tools, no experience required.
Particulars for stamp. C. D. LOVE, Coshocton, O.

#### ILLUSTRATORS AND ILLUSTRATIONS.

I LLUSTRATIONS—We have hundreds of original half-tone engravings, subjects of general interest. Will sell duplicate plates 8 cents square inch; minimum \$1.50. Send 25 cents for sample sheets. OPTINUS CO., 194 Broadway, N. Y.

#### NEWSPAPER METALS.

E. W. BLATCHFORD & CO., 54-70 N. Clinton St., Chicago, have been making alloyed metals for nearly a half century. Their experience is probably worth something to them in the making of electrotype, stereotype and linotype metals.

SUPPLIES.

#### VAN BIBBER'S Printers' Rollers

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'Ud. 10 Spruce St., New York. Special prices

#### ELECTROTYPES.

MERCHANT'S
LINOTYPE
MUTAL

Stereotype, electrotype, reliable, uniform, pure. Many of the largest papers use it. It needs no trial order. Inquiry solicited. MERCHANT & CO, Inc., Manufacturers, Phindelphia, Pa.

#### MAILING MACHINES.

MATCHLESS mailer, \$12 net. "beats the beat-er." REV. ALEX'D'R DICK, Meridian, N. Y. H ORTON mailer (\$30 net), used exclusively by H Ladies' Home Journal, edition \$30,000, who write: "We save the cost of a machine in knife sharpening alone every four months." You can't afford to use any other, even if it costs more than the Horton. In stock all branches AM. TYLE FOUNDERS CO.

#### AGRICULTURE.

I F you would reach the farmers, use the columns of Lippman's Almanac—one hundred thousand copies guaranteed, and the Memorandum Books—two hundred thousand copies guaranteed. For ten dollars we can give you an advertisement of four lines in the entire edition. These books have been published by us for twenty

years. LIPPMAN BROS., wholesale druggists, Lipp-man's Block, Savannah, Ga.

#### ADDRESSES AND ADDRESSING.

6,000 AGENTS 6,000

6,000 de,000 AGENTS WANT WORK.
These agents have been at work for us for past 6 months. Our season is over till January, '99. Hungreds of testimonials in hand prove that we have pleased cach and all. Many of them have asked for other work. No one has used the list as yet sare ourselves, and we want offers. State your

business. "K. T.," box 527, Richmond, Va.

#### PRINTERS.

WE want to figure on that next long run of yours, ATOZ PRINTING CO., South Whitley, Ind.

IF you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

PRINTERS need our new Tournine old style imile, Priory Text and new 6-point sizes of Jenson old style and Jenson italia. They will sat-isfy the severest critics. AM. TYPE FOUNDERS CO.

#### FOR SALE.

\$1 BUYS 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

\$500 CASH, small balance on easy terms buys managing interest modern office with good, regular trade. 2020 Grove St., Denver,

FOR SALE—Half or entire interest in only Democratic daily in city and only Democratic weekly in county. Official printing \$2,000 per year; \$2,000 cash required. Address G. F. BEAK-LEY, Johnstown, N. Y.

#### ADVERTISING NOVELTIES.

DEAL glove adjusters; thousand lots 4 cents each; place in handle for ad. Samples postpaid 10 cents. Ladies appreciate them. Lock Box 12, Tunnelton, W. Va.

l'Olt the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser. 4 lines will be inserted under this head once for one dollar.

WE earnestly request those writing us for in-formation in regard to mailing novelties and unique circular work to kindly give line of business and probable number wanted. A com-pliance with this request will enable us to answer all inquiries intelligently and definitely, thus avoiding the delay in service consequent on double correspondence. LIVERMORE&KNIGHT CO., Providence, R. I.

#### MISCELLANEOUS.

S END your name on a small postal for a sample of my Large Postal for advertisers. Largest and strongest on the market and only \$2.75 per 1,000. WM. JOHNSTON, 10 Spruce St., New York.

DILES cured quickly and permanently by Dr. Brown's Pile Cure. Used by many physicians in practice. Price 5c cents.

(\text{ATARRH and the headaches it brings relieved, and permanently cured. Hay fever and asthma vanquished by Dr. Brown's Cure. Price 5c. PLD HEADS and: gray, faded hair cured. Mouth's trait acc. All by mail. Address BROWN MED. CO., DEP T. Y., Youngdown, Ohio.

#### ADVERTISING MEDIA.

W'OMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line

W OMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

A MERICAN HOMES, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. Disp. 15c. ag. line.

40 WORDS, 5 times. 25 cents. ENTERPRISE, Brockton, Mass. Circulation xceeds 6,000.

A DVERTISERS' GUIDE, New Market, N. J. &c line. Circ'n 4,000. Close 24th. Sample free REPUBLIC JOURNAL, Littleton, N. H. 2,806 circulation. Linotype composition. Send for rates.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, Pa., have some facts about denominational papers for intending advertisers. Write to them.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7.396. A good country paper at a great trade center.

THE YOUNGSTOWN SUNDAY NEWS offers \$100 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, Sc. inch. Address NEWS, Youngstown, O.

THE TIMES-UNION, of Albany, N. Y., is a wide-nawake newspaper, printing all the news promptly and accurately. Its circulation exceeds that of all the other Albany dailies combined. JOHN H. FARRELL, editor and proprietor.

PEACH OREGON, Washington and Idaho pro-gressive farmers via the Webpoot Planter, the leading farm journal of the Pacific North-west. 5,000 copies mouthly guaranteed. Write for rates and sample copy. They will interest you. Webpoot Plantel CO., Portland, Ore.

10,000 UNION MEN READ THE "UNION Organ of Kenton and Campbell Counties, Ky.; trades assembly; delegate body of twenty-three local labor unions; correspondence solicited from advertising agents and those who want results. Address UNION AGENT, Covington, Ky.

A BOUT seven-eighths of the advertising done falls to be effective because it is placed in pepers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., N. Y.

NOWELLA ADVERTISING CO., 10 Spruce Service (NOWELLA ADVERTISING CO., 10 Spruce Service (NOWELLA ADVERTISING CO., 10 Spruce Service (Now York Musical Ecoco, consisting of 32 pages and cover—pages 12xit—containing portraits of actresses, vocal and instrumental music.

If you want to contract for 500 cories, you to take them as you want them, we will give you take them as you want them, we will give you you six capes a copy for the Ecoc. You can be a copy for the Ecoc. New York Musical Echo Co., New York Musical Echo Co., Savannah, Ga.

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ADVERTISEMENT CONSTRUCTORS. JONES.

DIXEY, 150 Nassau St.

JONES, 101 World Bldg., N. Y.

CLARENCE F. CHATFIELD, 179 Front St., Owego, Tioga Co., N. Y.

G ILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

E. ST. ELMO LEWIS, specialist in writing, il-uscrating and printing of booklets. Fenn Mutual Bldg. Philadelphia.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

HAS. J. SHEAKER, 8yrs advr. for Strawbridge & Clothier, writes businessads. Send for fold-"EXPERIENCE," Penn. Mutual Bldg., Phila.

SEND 10 cents for a sample copy of my new paper for retail advertisers. It is a practical paper, full of ready-made ads for every retail line. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

MY booklet, PERHAPS, tells about my business. It's free to those who ask for it on their business stationery.

CLARENCE F. CHATFIELD,

Not Oswego. Owego, N. Y.

JOHNSTON attends to the whole business—
J writing, designing and printing. I believe I
can get up an advertise ment or booklet or circular as well calculated to sell goods as any person
other man in the land for turning out the fluished job. It is all done under my personal
supervision. I am always on deck myself. No
matter what you may want, write me about it.
Send your name on a small postal for a copy of
Frinters ink fress, 10 Spruce St., N. Y. Oliy.

S END #1 for four sample cuts and ads to fit our perfect and economical system of illustrating our perfect and economical system of illustrating nearly #0 different retail lines. We make new cuts every day. We will send four cuts for one dollar only once to each man. After that we want yearly orders at regular prices.

THE CHARLES ACSTIN FATES SYNDICATE, Vanderbilt Building, N. V.

SEND me two dollars, along with your booklet, or catalogue, or batch of trade papers, or newspaper ads, and I will tell you why they are good or bad, and how to make the next one better. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

THE profitable placing of advertising consists first in preparing good copy. Copy that says what ought to be said in a convincing way, Second in setting the matter in such type as will cate the eye and embellishing the same with a picture if one can be determined on that will tell the original control of the right sort of people and sell advertising space at a reasonable rate—not low priced papers; but those that are at the same time high priced and chap on account of the great service they can render. To secure these points or the advertisor Address THE GEO. P. ROWELL ADVERTISING CO., No. 10 Spruce St., New York.

N OTICE—No matter who does your writing, get my prices on your printing. WM. JOHNS-TON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. S END your name on a small postal for a copy of my large postal. WM. JOHNSTON, Man-ager Printers' Ink Press, 10 Spruce St., N. Y. City.

1 O every retailer who becomes a subscriber to my paper, "Good Advertising," I guarantee that at least four of the best ads in his own line of business that I can find in America will be reproduced in every number, and hundreds of suggestions in other lines that may be adapted to it his own. In other words, every subscriber who pays i'a year will get at least is of the best adsorbed in the continue of the best date to be a subscriber who pays i'a year will get at least is of the best adsorbed him to the word in the pay of the best date to have to his own line of business. Sense if for year; 25 cents for 3 months; 10 cents for a sample copy. CHARLES AUSTIN BATES, Vanderbilt Building, N. Y.

 $W_{\scriptscriptstyle D}^{\scriptscriptstyle D}_{\scriptscriptstyle WD}^{\scriptscriptstyle WD}_{\scriptscriptstyle WD}_{\scriptscriptstyle WD}^{\scriptscriptstyle WD}_{\scriptscriptstyle WD}^$ WOLSTAN DIXEY, WD Writing, Illustrating, Ideas, Plans and WD WD Advice for Advertisers. My free booklet, "Business," will give WD WD WD WD you a good idea of my style and WD WD WD methods of work. Send for it, WD WD WD 150 Nassau Street, WD WD New York. WD 

My latest booklet is called "Jones' Modestr," and tells of my facilities for writing and illustrating advertising 00 matter If you are interested in having work of this kind done, I willgladly send you 00 a copy free.
Write on your own letter head, as I do not care to send it to any one not in some line of business. 00

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CHAS. F. JONES,
Writer and Illustrator of Advertising.
Practical Advice on Business Subjects.
Suite 101, World Building.
New York, U. S. A.
Correspondence invited, 00 ÖÖ

TATEL AND PARTY AND PARTY.

If YOU WISH

TO Advertise

Anything

Anywhere

AT Any time,

WRITE TO

THE GEO. P. ROWELL ADVERTISING CO No. 10 Spruce St., New York.

Chaland baland balan

## AS USUAL, ALM

## THIS MC

The Brooklyn Elevated Railroad Tray York, also to Sheepshead Bay, West Brooklyn "L" is the first to run transfers to have REAL advertising in its cars a concave rack. Real display, plenty good comfortable cars where the card car absorbed at leisure on the only intelligent covered by the Brooklyn "L" system.

GEO. KISSAM & CO., 253

## LWAYS AHEAD!

## MONTH:

west Brighton and Rockaway. The trans to the above points, and was the its cars; size of car card 16x24 inches, in pletty of space to tell your story, and card can be easily seen and its contents telligent trip to New York or other points stem. 297 cars, \$100 per month.

253 Broadway, New York.

#### PRINTERS' INK.

PRINTERS.

[37] Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back number receipt date to (January 1st, 1991) the end of the century. [37] Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate. [37] Publishers desiring to subscribe for PRINTERS INK for the benefit of advg. patrons may, on application, obtain special confidential terms. Publishers desiring to subscribe and the same rate. [37] Publishers desiring to subscribe for PRINTERS INK for the benefit of advg. patrons may, on application, obtain special confidential terms. eleving PRINTERS INK it is because one of has subscribed in his name. Every paper is stopped at the expiration of the time paid for. ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pear lemsaure; display 50 cents a line; is lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for each with order.

Oscar Herrers.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and
Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET. LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

#### NÉW YORK, JUNE 22, 1808.

On pages 36 and 37 of PRINTERS' INK of June 8th appeared an article called "Balaam's Advertising," being an extended extract from a booklet issued by the Northwestern Lumberman, of Chicago. This booklet is copyrighted and the matter republished in Printers' Ink must not be used by advertisers without the permission of the Northwestern Lumberman, which will not be forthcoming.

To the inspiration of a subject capable of evoking enthusiasm, the world owes much of its best literature. doings of the ancient Greeks stirred the blood of Homer. The chivalry of Arthur's knights appealed to Tennyson and made him sing as no Englishman had ever sung before. In the same way the achievements of PRINT-ERS' INK have proved a source of inspiration to many, and a solid silver Loving Cup will be awarded, on Wednesday, July 6th, to the writer of the best testimonial to the merits of the Little Schoolmaster. A solid silver Loving Cup, beautiful to look upon, to be given to him whose testimonial is adjudged the best, whether in prose or poetry, and twelve silver spoons will be awarded at the same time to the writers of the twelve testimonials approaching nearest in merit the superlative one. Every pupil of PRINT-ERS' INK is eligible, the only condition being that the testimonial must reach this office before June 29th-and be honest and heartfelt.

A REPRESENTATIVE of an advertising journal, who interviewed a number of Chicago druggists in regard to the relative sales of advertised remedies, discovered that very few patent medicines are sold in localities where the people are wealthy or well to do. The bulk of them is sold in neighborhoods where the masses congregate. course this only bears out what every discriminating advertiser has long known-that he must look to the common people for the larger part of his sales.

A custom which has been of annoyance to the readers of the New York newspapers is to be suppressed. It has been customary for the dealers to inclose a number of advertisement ocatiers to incrose a numoer or advertisement circulars in every paper, even where the cua-tomers personally objected to the newsdealer. It seemed impossible to get rid of these annoy-ing handbills. Considerable revenue was taken from the newspapers, because there were ad-vertisers who, believing in the circular system, were ready to spend money in that sort of advertising, to the direct expense of the newspa-pers. The Publishers' Association of the City pers. The Publishers' Association of the City of New York, which has grown into considerable strength, has decided that newsdealers who, after warning, will continue to insert circulars in the papers shall not be supplied, and as the action of the publishers is to be a combined one the newsdealer must either cease the circular habit or find himself minus his supply of newspapers. The advantage of combined effort, and cessation of rivalries where the interest is common, is abundantly shown in this determination of the Publishers' Association to stop a form of advertising at the expense of the stop a form of advertising at the expense of the papers which has been an outrage to both the readers and the makers of the newspapers.—
Fourth Estate, June 9, 1898.

As the people who had the circulars inserted (always only in newspapers circulating in their immediate vicinity) were usually small merchants whose trade was confined to a certain portion of the city, so that they never in any case could advertise in the newspapers, it is difficult for the uninitiated to see just what these are gaining by their crusade against the practice.

#### IN ROME.

Not uncommon on the billboards of Rome are death announcements. I translated one from a white poster with a heavy black border, perhaps three feet long by two feet wide: "Yesterday, at 5,30a. m., after a severe illness, succumbed Giuseppe Stazi of the Recorder's office of the Chamber of Commerce of Rome, a man most noble and patriotic. His friends are invited to accompany the body to its last abode, starting from the house for the Lingara at 3 o'clock on Wednesday next, the 6th. The Parents." This placard, like all others in Rome, bore a one-cent internal revenue stamp. Even the placards in shop windows when conveying any announcement are thus stamped. It is a tax which certainly meets some of Adam Smith's famous canons, being at any rate cheap and easy of collection, for it would be very easy to discover any attempt to evade it.—Press and Printer.

#### BIG CIRCULATIONS ARE WORTH MORE.

GREENVILLE, N. C., June 6, 1898.

Editor of PRINTERS, INK

Reading PRINTERS' INK has about convinced me that the "per line" way is the only proper way of charging for advertising; and, if you deem it proper to so do, please give me your estimate of the worth or proper charges for a country weekly per line (12 lines to inch) per thousand circulation.

Also, do you consider one line in a paper of

Asso, as you consider one time in a paper of one thousand circulation worth as much again as that of a paper of five hundred circulation? Does doubling circulation double worth of ad-vertising? Doesn't it do more than that?

The answering of these questions through our columns will be of great value to four thousands of country editors

HENRY T. KING.

A country publisher should charge his local advertisers as much as he can get-that is, "as much as the traffic will bear," but he should charge no one for the same service more than he would exact from another. Perhaps his advertisers can be induced to pay five cents per line per thousand circulation as easily as they would pay two cents. The charges of competing newspapers, the width and diversity of the field-all enter into the calculation. The gumption, the get up and grit, of the publisher has also a good deal to do with the price that can be obtained. The general advertiser wants rates so low that the country publisher who has any common sense finds it wise to devote himself exclusively to cultivating his local field.

A paper with one thousand circulation is twice as valuable as a paper with five hundred circulation to an advertiser to whom such a paper is of any value at all. If the publication does not appeal to the class the space user wishes to reach, it will not, of course, become a whit more valuable to him by doubling or even quadrupling its circulation; but if it is of value every increase of circulation will add to that value, not only proportionately but even more, because the paper with the larger issue is generally the better and more influential journal, and as such exercises a stronger influence on

each reader .- [ED. P. I.

A SMALL CROP BETTER THAN NONE.

It is an unwise policy for a merchant to abstain from spending fifty dollars for advertising simply because he can not afford to spend a thousand. It should be remembered that seed thousand. It should be remembered that seculil grow just as well when bought in small packages as when bought in bushels, and although the crop will necessarily be much smaller, it will be just as luxuriant. Furthermore, it is far better to have a small crop than to have none at all.—Rome (N. Y.) Sentinel.

#### THE MEDICAL PRESS.

The managers of the legitimate pharmaceutical concerns have watched with interest the Rowell-Medical Press "flirtation," as Dr. Gould so aptly terms it, and the outcome will be that many of the "ethical?" journals will find themselves dropped from the 1899 lists. A prominent manufacturer made the remark, after reading PRINTERS' INK: "This affair has shaken our belief in medical ethics, and it will certainly influence us greatly when it comes to renewing our advertising contracts."—St. Joseph (Mo.) A merican Medical Journalist.

The above paragraph suggests to the layman a number of questions, among which may be enumerated the following:

First: What is a Pharmaceutical Concern?

Second: What is a legitimate P. C.? Third: Are there any illegitimate

Fourth: What is the principal difference between the legitimate and the illegitimate P. C.?

Fifth: What is meant by medical

Sixth: Do all medical men have and make use of the same sort of ethics? Seventh: If not, why not?

#### **OUESTIONS.**

A New York advertising man asks advertisers to ask themselves these questions:

Do you change your copy as often as you should?

Do you crowd your ads until they have no

good effect? Do you use prices so people can get a definite

idea of what they are to pay?

Do you recognize enough the importance of bringing out the name of the article and the price strongly?

Do you ever think of the impression an ad is likely to make Do you study type styles and keep up with

dern ideas Do you take as much pride in your work as

you should? Do you read all of the matter you can get hold of in reliable advertising publications?

Do you study the goods you are advertising from the standpoint of a customer?

Do you aim to always tell the truth in your

Do you study the methods of your competi-

Do you try as hard as you can to trace re-turns from all mediums?

Do you know what percentage of the business done you spend for advertising?
Do you take advantage of all discounts and work as diligently as possible for low rates?

MERELY to keep your name before the pul-lic does not mean much. People read the ne does not mean inden. Feepie read the striking, stirring, pility, nervy, attractive notices first, and leave yours out if it is prosy. People will no more read a prosy advertisement, unless it is about something they are hunting for, than they will read a prosy book. Attractiveness and pointedness are absolutely indispensable.—Gillam.

#### THE DEAD KNOW IT NOT.

SOME ANTEDILUVIAN ARGUMENTS REVAMPED FOR PRESENT USE.

Office of THE RELIGIOUS PRESS ASSOCIATION.

PHILADELPHIA, June 9, 1898.

PRINTERS' INK, No. 10 Spruce St., N. Y.:

GENTLEMEN—I trust you will find room for the inclosed communication in as conspicuous

the inclosed communication in as conspicuous a position, if possible, as was given to your editorial to which it refers. Doubtless this is asking a good deal, but similar to the announcement by the boy in one of Pyle's notable Pearline advertisements, "I'll stick this up anyhow, as it is for the good of the public." Your nerve is generally good enough both for commendation and revent and as the communication in tion and reproof, and as this communication is for the good of the general public, I hope it will be given a position where it shall be seen by all your readers.

Yours very truly, W. R. ROBERTS.

THE "LITTLE" SCHOOLMASTER.

THE "LITTLE" SCHOOLMASTER.
PHILADRLEHIA, June 9, 1898.
Editor of PRINTERS' INK:
How soon will your publication be entitled to be called, and become, full-fledged? Will it be after its Jubifee issue? Perhaps then it will no longer be the "little" schoolmaster, but just now its "little" primary dogmatic announcements might be taken by some advertisers to be the standard truth of full-fledged pedagogic experience. We are looking forward hopefully to the time of its larger growth and better knowledge. Then, however, we shall miss the light touch of fancy imagining which now characterizes such a distribe as shown in your editorial "Why They Suffer," June 8th issue, about religious weekly papers.

If you are not now large enough to see over

If you are not now large enough to see over them, can't you get the police to disperse the crowd of bulletin readers before the daily paper offices near you? Or go up into the second story of your office building and then you can see over them.

see over them.

There are other people beyond the vision of the daily paper offices. You can't see them; but they are there. In fact, the people before those bulletins are not the kind for most advertisers. Indeed, the better kind of people are outside of the range of your vision, just as they are out of sight of the daily announcements of the safe of the sight of the daily announcements. ments, so far as advertising is concerned.

ments, so far as advertising is concerned.

How do you and your wife read the
daily paper anyhow? Is it served with
your coffee at the breakfast table, and
do you read it thoroughly, advertisements
and all, and then leave it for your wife
to look over? The "scare" headings certainly frighten you away from the advertise-ments before they get in their work. And your wife, does she read that Dewey cut the Manila rope, and that Sampson is now using it to tie Cervera in Santiago, and that she wants you to "meet me at the fountain," where there will be a bill to pay? If you leave the paper at home, that is the good it did you and the big department stores. If there were any other advertisements in that daily paper, neither your wife nor you know what they were.

If you bought the paper at the news-stand and leave it behind you before you reach your office, or even took it to your office, little good did the advertisements do anybody except the

publishers of the paper.

publishers of the paper.

As for the advertiser, if he yelled louder than the scare headings, and in larger type, and keeps at it, he will finally be heard. If he have money enough to do it day in and day out, he will finally get the attention of the daily paper people. And then, if the readers believe the advertisements no more than they do the varying reports in the news columns, the immediate effect of the advertiser's money is not likely to be productive of special valuable results. And the daily papers are so much cheaper,

aren't they, even at one-twentieth of a cent per line per thousand copies issued? Of course, to attract the needed attention, it only requires to use the papers morning and evening six times a week, and perhaps seven, and use four or five times as much space as is required to attract attention in the weekly papers, and then by the time you figure cost, the advertiser will find that, through results achieved, there has been a very misleading element of economy concealed in that rate of one-twentieth of a cent per line per thousand circulation.

And more prompt! of course they are for the big stores, and the cheap bargains and the daily paper people who watch and wait and are

near enough to come to the stores.

And more effective! of course they are after pounding away in large type morning and night, day after day, about goods in which the margin of profit has been eliminated as a bait to attract people to the store. But all the time it is only getting these same people who want

cheap prices.

Back of them all are the well-to-do, prudent and reliable people who want good things, are willing to pay a good price to have good things, and who have not been attracted by the things, and who have not been attracted by the loud calls of the daily papers, but have rather been repelled by reason of disbelief in news columns leading them to disbelieve in the advertising columns. This spirit has grown to such an extent that now you hear it said that if you see it in some papers it isn't true, and it is always said about the daily papers.

Of course the daily papers are good for some advertising, but that is no reason why your even

advertising, but that is no reason why your eye should be blinded to the value of another class of circulation, and another kind of people who are not reached by the daily papers.

You have had a lucid interval even in the editorial referred to, and you made it plain when you said "that the religious papers are good media for advertising as far as they go, no one will dehry." one will deny.

And where do they go? Well, your Mr. Charles N. Kent, in issue of PRINTERS' INK, April 6th, says they go into homes where "the influence which they exert is probably greater than that of any other of the periodical press. For this reason," said he, "religious newspapers are regarded with more than ordinary favor by general advertisers."

favor by general advertisers."

Of course they are, and they should be, for their influence is now wider than ever before. It doesn't require many years to go back to recall the fact that there were then no religious newspapers similar in amount and influence of circulation to then no religious newspapers similar in amount and influence of circulation to that of The Christian Herald, The Sunday School Times, The Christian Endeavor World, The Epworth Herald and a number of other papers now doing great work of pow-erful influence in the best religious homes. Not many years ago there were some religious papers of great influence, but they were few and they still have great influence. These have been added to, however, so that now there are ogle religious papers published, and with great influence in the many homes making up thirty-one distinct sectarian denominations, and with a combined circulation of over 4,000, oco copies each issue, even on the basis of conservative statements of circulation, for which you are primarily held responsible in making known through your other channel of communicating with advertisers.

This amount of induces is in sublications.

This amount of influence is in publications which have the loving confidence of subscribers, who trust and believe in the doctrines taught and who give credence to the belief that advertisements placed before them are worthy of attention. There is no counteracting effect of disbelief, and there is no requirement of pay for extraordinary space to attract attention.

for extraordinary space to attract attention. To obtain a weekly issue of over 4,000,000 copies, on the circulation as given by your Directory, it is only necessary to use 508 religious newspapers. And from actual experience it is likely to be demonstrated by every general advertiser who will use them that the result to come from such advertising will be cheaper, more prompt, and more effective than can be obtained through a similar expenditure in daily newspaper space, despite the initial rate per line, concerning which it gives you so much pleasure to disport yourself.

Some day, and it may come speedily, your eyes will be of ned to the relative value of

Some day, and it may come speedily, your eyes will be of-ned to the relative value of both weekly religious newspaper advertising, and that of the daily papers. Because both are good, is the reason that advertisers will need to consider carefully the kind of circulation best suited for their purposes, what they have to sell, and whether the sale is to be made through bargain advertising or the conservative methods which appeal to the best people in the best homes. Unthinking acceptance of your words of the value of daily paper advertising will result in large spending of good money, which might be better used to build up an advertiser, rather than to add a new-made grave in that cemetery of buried advertising enterprises.

Yours very truly, W. R. ROBERTS.

#### WINDOW DRESSING IDEAS. (Clipped from Contemporaries.)

A simple window display for infauts' wear is the following: In the center of the window arrange an upright with a strong base. This should have branches in every direction. Load this tree, as it might be called, with a neat display of all sorts of infants' wear. Then scatter throughout the window dolls arrayed from stock. Also place around the window cradles and carriages and infants' baskets; in the former place other dolls. On the floor, which is covered with Angora rugs, place rattles, knick shacks and babies' toilet articles, at random. Cover the sides, roof and back of window with white cheese-cloth in plaits.

For the window of a drug store during the soda water season, with the aid of silver paper, a very attractive display can be made thus: Crush a sheet of the paper in your hand, open it out without smoothing and irregularly tack it on one of the sides. Do likewise with the other side, and with the top and the bottom of the window. Now from the top, hang very narrow strips of the same. Then fasten some uprights across the floor, and attach to these streamers or bunting flags. On these have some word in praise of the soda, or describing it. Add a number of printed placards all over the window's sides, roof and floor. At the base of each upright on the floor place a doll, each holding some sign. Then have an electric fan so arranged that it will flutter the strips of paper and the flags.

A striking window display of shoes can be made thus: Cover the entire back, save a space on either-side, with plaits of white cashmere or other soft material, in five of six-inch folds. In the spaces left open place two mirrors. If these are well arranged the vista will be practically endless. Then place a double row of shoes across the top of the window attaching these with patent fasteners. In front of each mirror place a glass and nickel frame, also filled with shoes. In the rear of the center of the window construct a stair-shaped stand, also covered with cashmere, and fill this with shoes, artistically arranged. Cover the

window floor with plush, on which display more shoes. To complete the whole place price tickets on the various styles, and if so minded also store mottoes.

Cover the back of the window with red, white and blue cheese-cloth, laid in plaits, and leave a diamond shaped opening, in which insert a mirror. Construct the sides of the same, plaited in the same way. On the roof of the window tack blue cheese-cloth and sprinkle this with silver paper stars. Now construct staircases of two or three steps each, running from the glass to the back. Cover these with white cheese-cloth. Now display wares from your stock, on the floor between, on the staircases and on brackets from the sides. If they are shoes or hats, for instance, deck them with little flags. With other goods make the flags as beds, but these details can be left to individual taste.

Here is a millinery window display. Festoon the sides of the windows with garlands and sprays of artificial flowers and leaves. Place a large mirror in the back and drape this with the same as the sides. Cover the top and the floor with green paper muslin. Construct a large wheel of wire and cover this with flowers and leaves. This wheel should extend from side to side and be fastened about midway between the pane and the looking-glass. On the floor should be scattered tastetul sprays of flowers and small boughs of trees, with birds and butterflies perched thereon. Tastefully arranged between these and all around should be samples of the stock, hat frames, ormaments, feathers and so forth. From brackets on the sides should be shown trimmed hats.

sides should be shown trimmed hats.

A simple yet attractive window display is the following: Trim the back, side, top and bottom of the window with cheese-cloth. The back and sides may be plaited in folds for a better effect. At the rear of the window a large and beautiful doll should be artistically made to stand up. Then arrange stands on the floor and brackets on the sides, and place on these samples of your wares, say shoes, or hats, or better still, toys. Also suspend some from the ceiling. And from each of these samples of your stock lead vari-colored ribbons back to the hands of your doll. In this display you may use price cards.

#### MUSIC AS AN ADVERTISEMENT.

It has recently become the fashion in many of New York's "popular" restaurants to supply a band of music during meal hours, and this is said to be a great drawing card in the way of an advertisement. The manager of one of these establishments said the other day to a PRINTERS' INK man:

"That music is a splendid advertisement is an incontrovertible fact, It draws not only the classes but the masses. Years ago only

"That music is a splendid advertisement is an incontrovertible fact. It draws not only the classes but the masses. Years ago only the most fashionable hotels and restaurants provided music for their guests. Nowadays there are dozens of low-priced restaurants, even in the down-town business section, that find a band of music a great trade bringer. The custom is a foreign one and originated in Austria, I believe. All the large continental cities have music of some kind or other in their restaurants. There is just a suggestion of luxury about the practice, but, for a democratic people, Americans are very fond of luxuries. From personal experience I know that since we have had the services of this band of five musicians our trade has more than trebled. In fact we now feed about two thousand people a day where we used to feed only six hundred. The band costs us less than \$100 a week, including their meals."

THE firms that keep their names standing in the papers are the firms that do the business.—
Grand Rapids (la.) Republican.

#### DR. HOLMES' WRITE-UP.

"I want to tell you a little story. After my return from abroad—the last time—you may re-I want to ten you a little story. After my recall, perhaps, a little reference, incidentally, in my Over the Teacups,' as they appeared in the Allantic, respecting a little shaving apparatus which I used with great satisfaction while on my journey. Now, that little shaving machine—for I have to call it such—came into my possession in this way: My daughter, Mrs. Sargent, and I were about to go aboard our vessel in the harbor, when a parcel was handed me by a young man, who stated it was a gift to me from Messrs. So-and-So, dealers in cutlery in the city, a firm with which I had dealt at various times for years. On reaching my state-room I undid the parcel and found it con On reaching my tained a little shaving apparatus, contrived so that all one had to do was to lather himself. and then run the little instrument over the face. I was delighted with it. I took occa-sion, as I have said, to refer, incidentally, to this little invention in my 'Over the Teacups,' as the work appeared originally in the Atlantic But what do you suppose was the result? but what do you suppose was the result? Soon after, one morning an express wagon drove up in front of my house, and a man got out and brought to the door a package, and, ringing the bell, got into his wagon and drove hurriedly away. The servant girl, who waited on the door, came up to my study and said there was a large package for me downstairs from was a large package for me down-stairs from 'Messrs. So-and-So.' I asked her to bring it up, adding, as she turned to go: 'I haven't ordered anything from there.' She returned She returned ordered anything from there. She returned with the package—which was about all she could carry—and, placing it on the floor here, I proceeded to undo it; and what do you suppose I found? Why, a dozen of those little razor machines, with a note running: With the compliments of the manufacturers. It all now dawned upon me, almost at a flash. You was a lively bear united the compliments of the manufacturers. see I had been unintentionally advertising that little razor invention, and in return had been presented with a full set of the machines. Of course it was all right; no harm had been in-tended by anybody; but it taught me a lesson, I assure you, and ever since then I've been ex-I assure you, and even since their to be a tremely careful not to act in the capacity of an advertising agent"; and the humorous twinkle of the old "Autocrat's" eyes was more marked, if anything, than before. The old poet conif anything, than before. The old poet con-tinued: "I lost no time in expurgating from those papers of mine all reference to that little razor machine, so that, when 'Over the Tea-cups' appeared in book form, there was not a ghost of a razor in it."-Home Magazine.

#### A POINTER TO ADVERTISERS.

The present war has served to give the study of geography a tremendous impetus. The big publishing houses report that the book trade was never so dull, but that maps, charts and globes are in constant demand and that map makers and globe builders are reaping a harvest. But while the book trade is suffering the people are reading more newspapers, and as a result the circulation of every newspaper on the globe has been stimulated. There is a moral in this. Now is the time forhim to purchase newspaper space.—National Advertiser.

#### CIRCULATION OF THE BIBLE.

The regular annual meeting of the American Bible Society was held in New York City last week, and the report was made that during the past year 1,362,273 copies of the Bible were issued for circulation at home and abroad. During the eighty-two years of its existence, the society has distributed 64,581,613 copies of the Bible in various languages. Last year 1,250,000 volumes of the Scriptures were circulated in China by the Bible societies of the United States and Great Britain.—Mational Advertiser.

#### MAKES HIM WONDER.

The advertisements of the day are extremely interesting and generally give rise to wonder over the inventiveness of those who write and illustrate them. Sometimes, however, the wonder is that so little good taste is displayed in their make-up. A certain popular soap for many months figured in advertisements in the highest class magazines in pictures showing people taking their morning bath after they were partially clothed! How could it have escaped the notice of that adwriter that refined people, whom the soap manufacturers were spending so much money to reach, bathe before they dress! Then there are the advertisements, also running monthly in the highest priced periodicals, that are intended to present the virtues of this sauce or that indigestion cure, which picture the diner sitting at a table with a cheap restaurant napkin tucked under his chin, or with knife and fork poised like weap-ons! How absurd to hope to gain the attention of well-bred people for articles that are thus illustrated as appealing to the backwoodsman and the boor!—The Gentlewooman.

#### THE ANCIENT CRIER.

The crier was a necessity when only one man in ten could read or write, and in 1642 there were 600 of these in Paris, crying wedding and funeral announcements, some lady's lost jewel, a hundred queer enterprises as well as the regular shop attractions. This institution exists to some extent even now; the town of Nantucket, Mass., is a very marked example. A procession of men dressed to represent straw-covered wine bottles was sent through the streets of Florence by wine merchants in 1346. Thus we find the modern "sandwich man" one of the oldest of advertising schemes.—Everywhere.

#### Is It Good Enough

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If any reader of PRINTERS' INK thinks his advertising is not written and illustrated as well as it might be, we invite him to write us about it. Maybe we can make it better, and maybe we can't. The chances are we can.

#### MOSES & HELM

III Nassau St., New York.

#### SAY IT AGAIN.

Say it again. Don't be afraid of repeating a good thing. The best advertisers in the world keep saying the same old thing over and over, changing only the form.—Mansfield (O.) News.

#### ARRANGED BY STATES.

Advertisements under this head 50 cents a line Must be handed in one week in advance.

#### GEORGIA.

OUTHERN FARMER, Athens, Gs. Leading Southern agricultural publication. Thrifty people read it; 23,000 monthly. Covers South and Southwest. Advertising rates very low.

#### KENTUCKY.

O WENSBORO INQUIRER, daily, Sunday and Twice-a-Week, publishes more news, fresher news, and is more extensively read than any paper in Western Kentucky.

#### SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly —is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in The REGISTRE.

#### CANADA.

© 25 PAYS for one page, one time, in religious © 25 monthly of 28,000 eworn circulation. For particulars and rates on all best mediums in Canada, address E. DESBARATS ADVERTISING AGENCY, Montreal.

#### Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

I Fyou wish to advertise anything anywhere at any time, write to THE GEO. P. ROWELL ADVERTISING CO., No. 10 Spruce St., New York.

HE DOINT

#### IF YOU WANT

profitable investments, consider Arizona. Fourth in the list of mineral producing regions!
"Getting there" with tremendous strides!

#### THE

#### Arizona Republican

printed every day in the year at Phoenix, has for its field all Arizona. For particulars see

H. D. LA COSTE, 38 Park Row.

Write for our Special Summer Rates.

We aim to give our patrons a fair exchange for your money.

DETROIT SUNS, MICHIGAN



#### THE CURVE KEEPS THE POINT

in the EFFSEY FALCON PEN. It is made of highly tempered white steel, and is curved towards its point, so as to give an elastic spring to the pen, which helps it to resist hard wear. It will write easily on any kind of paper, either rough or smooth, and is guaranteed to give AND THE perfect satisfaction or money refunded. \$1.00 per box of 144. Sample box, 10t. Not sold by stationers, Temper of the way it lasts too long. Write direct to manufacture.

JOHN H. COOK, RED BANK, N. J.



HAVE you tried little booklets or circulars to and print them in a convincing and attractive manner. Let me give you a price on your next order. Address WM. JOHNSTON. Manager Printers' Ink Press, 10 Spruce St., N. Y.

#### THE EVENING CALL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the sise of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

#### **Babyland**

#### Little Men and Women

20,500 copies of these magazines are read every month by 20,500 mothers of little children.

#### Have You Anything

To Say to Them?

Chas. E. Graff, Publisher 100 William St. N. Y.

#### "HOLD ON"



If you are using a medium that does not pay, change to one that does pay. Progressive business men are open to conviction.

A really paying medium is, at times, found where least sought. No one remains a doubter as to its high merits, who has advertised in

THE AMERICAN

#### School Board Journal

New York, Milwaukee, Chicago.

Circulation Record for the year 1897.

#### TOLEDO EVENING NEWS

Sold 6,749,714 Copies. Daily Average, 21,843.

Send for advertising rates and sample copies.

NEWS PUB. CO., TOLEDO, OHIO.

#### To Get Customers

Advertise in their favorite family paper,

#### THE EVENING JOURNAL

of Jersey City, N. J.

Average Circulation in 1897. - 14,756
Actual Average Circulation for Nov., Dec. and Jan., 15,407

#### IT LEADS ALL RIVALS.

THE VANCOUVER (B. C.)

#### WORLD

Daily and Twice-a-Week,

has a larger aggregate weekly circulation than that of any other two newspapers in British Columbia combined. It is recognized as the best advertising medium in the Northwest.

Send for Sample Copy and Rate Card. Address THE WORLD, VANCOUVER, B. C.

......

# ARGUS

ALBANY, N. Y.

Largest, Brightest and Best Newspaper published in the Capital City.

RATES AND SAMPLE COPIES ON APPLICATION.

JAMES C. FARRELL, Manager.

#### THE HARTFORD POST

Number of copies SOLD for May, 1898, 199,240 Number of copies SOLD for May, 1897, 116,782

Net gain for May, 1898, Copies sold, 82,458

Average Number Copies Sold per Day, . . . 7,663

For sample copies and advertising rates address

THE HARTFORD POST.

Hartford, Conn.

GEO. L. FIELDER, Publisher.

#### FREE ADVERTISING....

All ads in classified columns published **FREE** for one month.

#### THE SUPERIOR LEADER

Only Morning and Sunday Paper in Second City in Wisconsin. . . WEST SUPERIOR, WIS.

#### ALABAMA Christian

#### Advocate,

official organ Methodist Church in Alabama, with a membership of 115,000. Circulation the lar-Alabama; 20,000 persons read it each week; 350 ministers are agents for it and interested gest of any similar journal in it. Through these ministers nearly the entire membership is reached. It is by far the best medium for reaching the people of Alabama and West Florida. Published in Birmingham, Ala., the largest city in the State. Rate for advertising very low. Through these ministers

S. P. WEST,
BUSINESS MANAGER,
BIRMINGHAM, ALA.,
2107 Third Ave,

#### 30.000 CIRCULATION

1/4 off on trial ad.

This is the high-water mark to which the publishers of the

#### Youth's Advocate

(16-PAGE ILLUSTRATED JOURNAL) NASHVILLE, TENN.,

Have decided to, at once, put its subscrip-tion list. Contract for space now— no extra charges.

HOW IT IS DONE. Have closed contracts with over 1,300 country newspapers for a certain amount of advertising space. For this space (which we have sold) we give coupons, each good for a subscription. By this plan we secure from 50 to 300 choice subscribers in each country.

NOW ADDING from 2,000 to 3,000 subscriptions per month. Expect to have a total of 40,000 to 50,000 in six months.

Books Open. Inspection Invited.

SWORN STATEMENT shows 19,216 average number copies printed each issue past year.

ADVERTISING RATE Cheapest on earth. WHY! Because, considering the rate, you get better returns than from any other paper. Space limited. As we give the people a paper of merit, they are willing to pay for fit; hence, we do not have to depend on ada to sustein it.

IT IS READ BY ALL OF THE FAMILY, and considering the class of people it reaches, it is worth more to advertisers than 60,000 circulation, ordinarily.

For sample copy, advertising rates, etc., address as however. address as above.

## The Montgomery Advertiser

#### **GUARANTEED CIRCULATION:**

DAILY, over 7,000 SUNDAY. 7,500 WEEKLY, exceeding 9.000

The largest and best circulation in the State of Alabama. For rates and other information address

PERRY LUKENS, JR.,

New York Representative.

20 Tribune Building.

# Quality and Fair Dealing

"I believe that it does not so much depend upon what the line of goods is as upon what the merits of the goods are, and as to the system with which you carry on your business."

This was the answer given by Mr. Charles F. Jones to the question:

"What is the most difficult subject to advertise?"

My style of advertising was entirely original in the ink business, and brought me lots of orders; but the merits of my goods, and the system with which I carry on my business, were the means of retaining my customers. Without these qualities my advertisements would be useless, as a printer who becomes dissatisfied with an ink house will never use their goods again.

My guarantee is that my inks are the best that money can buy, and my terms are cash with the order, whether you are a large city printer or a small country jobber.

If the goods are not satisfactory send them back, and I will refund your money and pay all charges.

Send for my price list and printed specimens. Address

PRINTERS INK JONSON, 8 Spruce St., New York.

WEST SUPERIOR, Wis., May —, 1898.

We beg to announce to the advertising patrons of the Superior Evening Telegram and to space buyers in general that we have purchased and installed a new fast perfecting press (Scott U. N., speed 12,000 an hour), made necessary by the already large circulation of the EVENING TELEGRAM in Superior and Northern Wisconsin. We expect to largely increase the circulation of the Evening Telegram during the next few months and to offer advertisers the one best paper in Northern Wisconsin with the undisputed largest circulation. The EVEN-ING TELEGRAM asks your consideration in placing future advertising. Appreciating the liberal patronage which has enabled us to secure for the EVENING TELEGRAM the best press facilities of any paper at the head of Lake Superior, and hoping to secure on the basis of circulation and merit a continuation and increase of business, we remain,

Yours respectfully,

EVENING TELEGRAM,
West Superior, Wis.

المراقع ويراهم في ويراهم في ويراهم في والمراهم ويراهم في ويراهم في ويراهم في ويراهم في ويراهم في ويراهم ويراهم

### THE HERALD

has more paid subscribers in . . .

#### SALT LAKE CITY

than any other paper published. It is the home paper—the paper that pays.

#### E. KATZ ADV. AGENCY,

Temple Court, REPRESENTATIVES,

New York.

# PRINIEME SHERE SHE 250,000 People

Arkansas Was 40 Years Old Illinois Was 30 Years Old Missouri Was 30 Years Old Iowa Was 20 Years Old Nebraska Was 20 Years Old Kansas Was 15 Years Old Oklahoma Was 6 Years Old

There are only three Railroads which reach Oklahoma's 250,000. These three center in Wichita. During the year, 1897, the

1

#### Wichita Eagle Printed

1.389 Columns

#### of Oklahoma Dispatches

No other Associated Press Daily Printed The EAGLE One-Tenth that amount. will print more Columns in 1898-and the EAGLE is the Daily Oklahoma reads.

> R. P. MURDOCK, Business Manager.

The S. C. Beckwith Special Agency, "The Rookery," Chicago.

4466666664

Tribune Building, New York.

#### War Doesn't Stop Them.

SEARS, ROEBUCK & Co. (Incorporated). ) Cheapest Supply House on Earth. CHICAGO, June 4, 1898.

Mr. Joseph W. Kennedy, Adv. Mgr. The VICKERY & HILL Co., No. 520 Temple Court Building, New York, N. Y.:

DEAR SIR-I take pleasure in testifying to the merits of the Vickery & Hill Dear Sir-I take pleasure in testifying to the merits of the Vickery & Hill List as an advertising medium, and perhaps there is nothing I could say that would recommend these mediums as highly as the fact that I have been a constant advertiser in these columns for the past 12 years, during which time I have expended in this list alone probably upwards of \$100,000, and the last few years we have used larger space than ever before. We are now about to close a yearly contract aggregating upwards of \$25,000, and as we use every possible means of knowing that our advertising pays, you can be sure that we make this investment of upwards of \$25,000 annually in this list at a handsome profit. Very SEARS, ROESUCK & CO.,
Per R. W. SEARS, Prest.

#### "The Very Cream."

ERIE, Pa., May, 1898.

THE VICKREY & HILL Co., 520 Temple Court, New York:

GENTLEMEN-We have used the Vickery & Hill List continuously for the past eight years, and it gives me pleasure to inform you that for profitable returns for the money invested, these papers stand at the head. They are among the few papers that pay the whole year round. We consider these publications the very cream of mail-order business. Yours very truly,

LAKE ERIE MFG. Co.

#### "I Know Absolutely."

MADAME A. RUPPERT, Complexion Specialist. Main Office, 6 East Fourteenth Street, New York City, New York, June 6, 1898.

Joseph W. Kennedy, Temple Court, New York City:

DEAR SIR-I have used the Vickery & Hill List for years and I trace all treturns from "keyed ads." I know absolutely how papers pay me.

I take pleasure in informing you that the Vickery & Hill List always pays me, and it has so good a record on my "returns" books that I would not think of leaving it off my list. Yours truly,

MME. A. RUPPERT.

We print and mail every month

of the family magazines composing the

Vickery & Hill List.

Vickery & Hill Co., 520 Temple Court, New York. JOSEPH W. KENNEDY, Advertising Manager.

# Oakland Cribune

is known to advertisers as one of the best paying dailies in the far West. It has their confidence and their business. Over 8,700 families subscribe for it. Its rates are higher than other Oakland papers, but it brings much greater results. To the advertiser a paper is known by the results it brings.

Are you in the Tribune?

E. Katz Adv. Agency,

Representatives,

230 Temple Court, New York City.

#### OPINIONS.

"Our advertising has produced more inquiry that can be traced to LA PRESSE, and sold more goods, than has resulted from the same space used in any other large papers since the establishment of our business."

FRANCO-AMERICAN CHEMICAL CO.,
North Adams, Mass., Montreal, Que.

"LA PRESSE is a most interesting paper, and one of the most progressive foreign papers in America." NATH'L C. FOWLER.

"We thank you for the kindness and thought you have given to our advertising. We have received hundreds of letters from the readers of LA PRESSE, and thus far we are much pleased with our advertisements in your paper."

R. GARLAND,

Manager American Dunlop Tire Co.

"I would beg to congratulate LA PRESSE on its advertising pages. It is the finest paper I have seen since I arrived in Canada, as regards presswork and display type. Anything that helps to make an advertisement attractive helps to make it effective."

L. D. RAY, Advertising Manager, American Tire Co.

"During the past year we can trace more direct results to our advertising in LA PRESSE than any other two of the large papers in which our advertisements appear."

THE SLOANE MEDICINE CO., Hamilton, Ont.

"By the way, we think we are having very good results from LA PRESSE."

DR. CHASE MEDICINE CO.,
Toronto and Buffalo.

"I am astonished. A \$15.00 advertisement in your paper has brought me \$197.00 of new business in one month."

DR. J. VERSAILLES, Dentist, Montreal.

"LA PRESSE is responsible for the success of our business in the Province of Quebec." Dr. JEAN MEDICINE CO., Montreal.

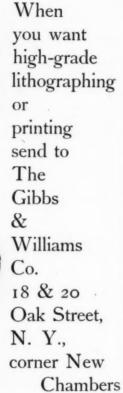
#### LA PRESSE,

Largest Daily Circulation in Canada, without exception.

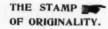
Montreal.

#### "TWO HEADS ARE BETTER THAN ONE."











#### MOFFET'S PHARMACY.

JAMES MOFFET, Jr., Graduate in Pharmacy,

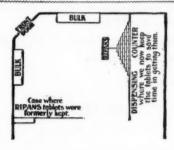
DAVID MOFFET, M. D.

Philadelphia, May 25, 1898.)

RIPANS CHEMICAL CO., NEW YORK.

Gents:—The sale of the Ripans Tabules is extensively growing in my neighborhood. We formerly kept the stock in a case at the far end of the store, but it seems every other customer wanted a box of Ripans, and we were compelled to have them directly on the dispensing counter to save time in going to and fro.in getting them, and now we find it saves many a step in having them at the spot where we are waiting on the customer. I inclose a diagram of actual experience with the goods. They are certainly a good seller, the profits are satisfactory and the formula can't be beat. I speak from experience; as

Tuston a Repart or " hearty lives as I call them when I want to be " fixed for business in the morning fixed for business in the morning face Moffer- for SE or Rendolph + Denougo see phila . Ba.



## THE LARGEST AND BEST FIVE-CENT MAGAZINE

Each number is worth double the cost price—128 pages for only 5c.

# Che Half Hour

Complete Stories, Poems, Serial Stories, Editorial Comments, Correspondents' Department, Music and fine Illustrations.

No cheap magazine gives advertisers as large return.

Make your contracts now and secure the benefits of the exceedingly low rates.

Advertising agents will quote you prices, or address us.

Copies of the "HALF HOUR" on all news-stands.

Send for Sample Copy.

George Munro's Sons,

17 to 21 Vandewater St., New York.

#### **An Advertising Text-Book**

"I am connected with the advertising department of one of the largest newspapers in this country and the manager had occasion to compliment me the other day on some advertising matter I had prepared, remarking that he noted rapid progress.

"I told him that I read Printers' Ink religiously and studied it as I would a text-book at college, every week, and believed the knowledge gained was as good as five years' experience, and

he replied: 'I guess that's so.'

"And I do not believe there could be anything more gratifying said of you than the above truth only too gladly given by

"F. A. PARTENHEIMER." PHILADELPHIA, Dec. 9, 1897.

Advertising is a constantly moving, growing, expanding science; its foundation principles are exemplified in new ways every day; so that a little journal like Printers' Ink—brimful of the actualities of advertising expounded by thoughtful and practical men—can not fail to be educative in the highest sense to every earnest student of the art.

PRINTERS' INK is a journal for advertisers and is published weekly. A sample copy can be had for 10 cents. A yearly subscription costs \$5. For \$10 any one may have a paid-up subscription from now until the end of the century—that is, until January 1, 1901. Address PRINTERS' INK, 10 Spruce Street, New York.

Akron, Beacon-Journal.

Ashtabula, Beacon.

Bellefontaine,

Bucyrus, Telegraph.

Cambridge, Jeffersonian.

Defiance, Republican-Express.

East Liverpool,

Findlay, Republican.

Gallipolis, Journal.

Hamilton, Republican-News

Ironton, Irontonian.

Kenton,

Lancaster,

Lima, Times-Democrat.

Mansfield, News.

Marietta, Register.

Marion,

Massillon, Independent.

Mt. Vernon, News.

Newark, Tribune.

Norwalk, Reflector.

Piqua,

THE

# Select List

## **Ohio Dailies**

will carry your advertisement to more homes for the same amount of money than you could possibly reach by random advertising. Correspond with this list of papers for rates. They are the cream of the State.

Portsmouth, Times.

Salem,

Sandusky, Register. Sydney,

Democrat-News.
Springfield,
Republic-Times.

Warren, Chronicle.

Wooster, Republican.

Xenia, Gazette and Torchlight.

Youngstown,

Zanesville,

#### READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of Printers' Ink are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Most of the ads shown this week are particularly seasonable and timely and they nearly all show on their faces just what business they are specially intended for; but don't imagine that there may not be some good in them for you even if your business is not the same as any of them.

Whatever your business may be it is worth your while to read these ads, as you are likely to find good pointers in them which may be adapted for

your own use.

#### FLIES AND FLY FISHING....

The love for fishing with the fly has increased wonderfully the past few years. We are inclined to the belief that fly fishing has become popular because it is the CLEANEST, EASIEST, LEAST EXPRESIVE mode of fishing, and we all love to witness the act of "rising." Women and children can "fly-fish" when they shrink from contact with worms and other forms of bait.

We have a large and wellchosen list of artificial flies and we shall be glad to make a selection for those who are unfamiliar with the styles if they will come in and tell us the locality they are to be used. We make a specialty of flies for

BLACK BASS AND LARGE BROOK TROUT OF MAINE AND THE NIPIGON, BEST "WILL-IAMSON" BRAND.

W. J. Williamson & Co.,

#### Be Comfortable.

Have your house fitted with our

#### SCREEN WINDOWS AND DOORS.

A variety of styles in all sizes always on hand,

- ALEXANDER WHITE, -

#### BATHING SUITS MEN'S

Pure worsted, in black, navy and maroon, decorated with woven stripes of silk in Roman colors around knees, shoulder and bottom of jersey.

#### \$7.50 a suit Caps to match, \$1 each.

Other fancy Worsted Suits with colored silk stripes, \$4 and \$5.50. Pure worsted suits with colored trimmings, \$3 and \$5.

#### Boys'

Cotton Suits, striped all over, navy with white or red stripes; fast colors, 75c.

colors, 75c.

All worsted suits, plain black or blue, \$1.75.

Wave & Co., 50 SAND STREET.

Phone 1015.

#### FOR COLD LUNCHEONS

This list, though only a partial one, will show that our stock of delicacies of this nature is very complete. We cook our own hams and know that they are delicious. Potted chicken, turkey and ham, pickled tongues, finest olives, sweet pickles, imported sardines, sliced smoked beef, soused mackerel, baked beans, crackers, boneless chicken and turkey, lobster and salmon, velvet skin lemons, preserves and jellies, boneless cooked ham.

#### SPOT CASH

Grocery and Market, 120 JOHN STREET.

The ad about trunks and satchels shows how much advertising value there is in a thorough description of any article which you want to sell for

a leader. You can not describe such an article any too plainly. Tell all there is about it just as if you were showing it to a customer and if possible use a cut.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*

#### WELL-MADE TRUNKS. SATCHELS, Etc.

The appearance of your traveling equipment influences decidedly the treatment you receive at the hands of public servants and others. Many people recognize your outfit as an index to your social standing. Besides this economy is in itself a sufficient argument in favor of buying well-made, well-finished Trunks and Satchels.

#### None Better Made than ours.

Women's Combination Dress Trunks -basswood box -- canvas covered -four hardwood slats on top—heavy iron bound, good locks and No. 4 bolts—bonnet tray and one extra dress tray

28-inch, \$4.50 30-inch, \$4.75 32-inch, \$5.00 34-inch, \$5.25 36-inch, \$5.50 40-inch, \$6.00 Womem's combination dress trunks

-large size basswood box-covered with good duck-four hardwood slats on top-leather bound, brass trim-ming, excelsior lock, two oak-tanned straps over cover, bonnet tray and

one extra dress tray. 32-inch, \$13.00 38-inch, \$15.25 inch, \$13.00 36-inch, \$14.50 inch, \$15.25 40-inch, \$16.00 Steamer trunks—description and

Satchels-description and prices.

#### T. RAVEL & CO.,

400 WASHINGTON, ST. \*\*\*\*\*\*\*\*\*\*\*\*

Two Ways Of Getting Glasses.

One to go to a first-class optician.

have your eyes properly tested,
and get what you need—the other (a) to go to a merchant who keeps (b) spectacles, make a "grab in the (c) bag," as it were, get a pair that (c) don't fit you (although it may (c) seem so for the moment), run (c) the risk of ruining your eyesight (c) entirely—and all for a very small (c) difference in expense.

If you need the services of a (c) good optician we can serve you (c) One to go to a first-class optician,

good optician we can serve you -well and cheaply.

Open, Eyes & Co., 44 Spring St. 0000000000000000000

# American Navy Blue Serge Suits Like the American Navy they have shown themselves to be made of the right material. These suits are all wool, the color will not fade nor rue, are sewed with very best silk and finely tailored throughout. Coats are lined, unlined or half lined. Price, \$ 10 Serge Coats and Vests, \$4. Linen Crash Suits, \$3. Alpac Coats, \$2. Fancy Vests, \$1 to \$5. FREEMAN & CO., 122 SOUTH ST.

Fashionable Clothing. Almost Every man

admits that ready-to-wear clothing can be and is made possessing as much merit as far as style, fabric and finish are concerned, as the best product of the tailor. The chief objections to ready-made gar-ments are based upon the fitting qualities. Our clothing is designed by the best tailors in the countrysuch men as few custom-tailors can afford to employ-and the proportions of the garments are perfect. They are made in slim, regular and stout sizes; in cases of irregular or unusual development, our own force of competent tailors make all alterations necessary to a perfect fit.

The following prices are the lowest

that can be quoted on clothing warranted to give satisfaction.

Marcial, Ney & Co.,

25 Washington St.

#### PRETTY TEETH.

Nature doesn't treat everybody alike. She gives pretty teeth to some people and irregular, unshapely teeth to others. Sometimes an otherwise pretty mouth is made repulsive by ugly teeth. It is our business to supply the things that nature denies. We can make black, discolored teeth look white and pearly. We can straighten irregular teeth. We can supply artificial teeth almost as serviceable as natural ones. We can stop decay. can remove offending teeth with-out pain. We can do everything in dentistry in the best manner and at moderate cost.

BROWNSON DENTAL CO. 400 Brown Block.

Tailoring.

If we made it, it's proper.

#### WE ARE GIVING

demonstrations daily in the art of Correct Tailoring. Our customers are models of neatness and fashion, and we take pride in having them such. If you are particular—if your clothes must be "just so"—then we want you for a customer. It is our pleasure to please the man of exact-ing taste. The man hardest to please is the one we want. Won't you let us demonstrate this with you? Suits \$20 up. Top coats, \$25 up.

D. A. WISWELL, National Life Bldg., 161 S 161 Salem St.

Plumbing.

#### MANY A MAN



with the reputation of buying from the highest priced tailors buys his clothing from us. Why shouldn't he? We can fit him in ten minutes. Since we have introduced special sizes for tall, slender men and stout, short men, we can usually fit hem without even an alteration.

#### FOR BOYS

also we make every size and style, and it is quite easy to select what you want from our stock. Folks that haven't a

boy will want to borrow one when they see the nice Suits and Reefers we're showing in our win-We can suit the size





men and boys' wear is on display, and every garment can be perfectly seen from the street. We should esteem it a favor if you would examine the goods and look at the price

tickets. Boys' Suits are \$1.50 to \$8...0. Youths Suit's, \$4.00 to

\$10.00. Men's Suits, \$4.50 to Men's Overcoats, \$7.50 to

\$12.00. Boys' Overcoats, \$4.00 to \$8.00.

#### The Skeleton In Most Houses

is bad plumbing. It's out of sight, its defects are sometimes unsuspected, but it is none the less a constant menace to the health.

When we do plumbing it is well done-it is as near perfec-tion as human skill can bring it. It stays done, too-it isn't constantly getting out of order.

Safety and economy both urge you to come to us.

WILLIAM D. WILLIS.

Bring
Your
Prescriptions
To
Us
Sick people can't afford to take any chances when having prescriptions filled. The best physicians in the world can have no success unless the remedies prescribed are made of pure drugs and put up by a competent pharmacist. We take particular pride in keeping our stock pure and in giving extra care to the compounding nave no success unless the remedies pre-scribed are made of pure drugs and pur up by a competent pharmacist. We take particular pride in keeping our stock pure and in giving extra care to the com-pounding of prescriptions. There's nothing fancy about our prices—a fair profit is all we want.

THE BOSTON DRUG STORE EAST SIDE SQUARE.  \*\*\*\*\*\*\*\*\*

There is not a single ingredient in

## CUTELIX

that can possibly harm the most delicate skin. On the contrary, its effect is soothing, healing, stimulating and above all, CLEANSING. It is conceded that in

# Street Car Advertising

we control the best and largest list of cities—

Have the greatest number of known, successful advertisers—

Do the largest business in the world—

And that our rates are the lowest for legitimate service.

Geo. Kissam & Co. 253 Broadway, New York.

#### DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of Printers' Ink may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. Printers' Jak "pays the freight."

I reproduce the text of what is, in some ways, the oddest and most interesting booklet I have come across this

I reproduce it for two or three rea-One is for the idea it gives of the English opinion of American business methods. Another, the possible insight that it gives into English business methods. Another, that it is simply an additional straw which seems to show that the winds of international trade are blowing toward America.

Mr. Garratt, the writer of the book, was in New York a short time ago,

and while here he lost a cigar. At about half past two one morning he was eating a late supper or an early breakfast, whichever you choose, at an uptown restaurant. With him was a salesman of Hance Bros. & White, of Philadelphia.

Restaurants in London close early -you can't get anything to eat there at half past two in the morning.

It seemed remarkable to Mr. Garratt that restaurants were open all night in New York. The Philadelphia man asserted that that was not at all strange -that all sorts of business places were open all night in New York, and that, in fact, he could sell his goods in New York City at any time in the twentyfour hours.

This statement seemed so preposterous that a bet was the result.

The two went forth, and the Philadelphia man found an open drug store and sold fifteen pounds of chocolate for its soda fountain.

I have wandered away from the booklet, but here it is. Read it carefully and see if there isn't food for thought in it.

Have You Thought of Great Britainof the world-wide British Empire, and what a field there may be waiting for you to plow and reap a great harvest from there? Forty million people here are waiting for

your article. American Successes

would nearly always take here if properly advertised and cleverly handled. Would It Pay?

It is paying the proprietors of Mother Seigel's Syrup, Scott's Emulsion, Carter's L. I. Pills, Munyon's Remedies and a score of other American "Proprietaries" to a pretty good tune. Why not you?

Read What an American Who Knows Says. Mr. J. M. Boyle, manager of the Golden Specific Company, etc., of Cincinnati, has been advertising in America and Europe ten or fifteen years. "Iasked," writes a PRINTERS' INK interviewer: "How about your English advertising?"

During the dull times our advertising in During the dult times our advertising in the English papers enabled us to run our business on this [the American] side. I have been studying advertising over there for ten years, and I tell you there's a lot of money to be made out of the English people."

"Does your advertising pay in those English papers?"

"Yes, and it doesn't cost us much, either—

not half what it costs in American papers. Think of the concentrated opportunity. You could just about lay down the British Isles in New York State, but in that little space you have forty million people under your hand. You can cover them like a hen on her eggs, and hatch forth fortunes if you sit close for awhile and generate a little of the warmth of energy and enthusiasm. Those chicks are inside there sure enough and will come out to reward the careful tender.

Now! Best of All if You Are Ready.

Epoch-making events for men, businesses and nations happen on the conjunction of the right man and the lucky moment. The lucky moment is NOW, while this great wave of sympathy and interest for America and all things American is sweeping through the British Empire. People who know me both in England and America recognize that I am the right man for this sort of work. Therefore it is more than likely that one or two big extensions of American businesses are going to happen before long. I shall only take such things in hand as my knowledge of the British temperament and needs warrants me in firmly believing are likely to succeed.

But Mind How You Pick Your Agent.

There is a splendid market for you here if properly worked. Ha! There's the rub. Who's to do it? An American would be the man, but whilst his snap and vim would attract some, he wouldn't know the peculiar temperament, and again would find himself shut out by the clannish trait in the British character. Englishman? But then too often you miss that snap and vim. Who then? A man who has both—who knows Englishmen (being one) and who has lived and schemed in America and won a knowledge of American manners and methods.

Satisfaction Seldom Results from placing such agencies with old and crusted wholesale houses. It took two or three genera-tions to make those businesses, and by the to make these businesses, and by the same token would take them as long to make yours. Can you wait? Do you want your article "listed," then shelved, then, "Please God it sells, please God it don't?" If so, I'm not the man you're looking for, but,

If You Want a Hustler

who'l make your article go, who has both the will and the knowledge how to do it, whose

dictionary doesn't include the words "tired nor "fail," kindly note my address. No trouble to furnish references—both English and American.

American Goods Need an American

as their introducer. On this point note the remarks of Col. Geo. W. Bell, U. S. Consul: "It requires great skill and patience to introduce goods in any British community, but when introduced the market is reliable.

There is another suggestion I desire to make, There is another suggestion I desire to make, and that is the propriety of our manufacturers avoiding the employment of agencies on too general a basis. Reference is here made to what is known as distributing or wholesale firms a clusively of local or British antecedents. Then, after speaking of the action of such a firm, who though "agents" for certain American goods, pushed others of British manufacture instead, he continues: "This firm had only a general interest in selling goods of their 'line,' but not in selling the goods of any particular country or manufacture. I was dissatisfied with this condition, and when a proper representative came who had a particular interest in selling these goods the sales doubled in a few months and trebled in less than one and one-half years. Many than one and one-half years. . . . Many splendid articles of American make have been ited to the trade it controls, and no other dis-tributing firm will handle a line controlled by a competitor, but is rather stimulated to seek agencies of a similar nature in self-protection. An agent or representative must be able to sell to all distributing houses to command the self to all distributing noises to command the market and secure the result of a successful in-troduction. It is my notion that American specialities should be placed in the hands of American specialists. I mean that a distribu-ing agent who handles everything from every place is not the best medium through which American makes can reach foreign buyers. Special lines should be placed in special hands."

That is the kind of service I offer you.

I Can Give You

 All the use you require of my extensive and centrally situated London premises (six large floors occupying entire building), to be named on your advertising as your own British depot.

2. An established connection and unique reputation with the trade as a successful intro-

ducer of American specialties.
3. An open and active business connection with leading British colonial houses.
4. An honest, strenuous, personal interest applied to your business as if you were here

doing it yourself.

5. A knowledge of the people and of the best media through which the advertising should go so as to reach them, according to the amount of the advertising appropriation and the nature of

the article.

6. "The service you ought to have at the price you ought to pay."

While Weighing the Pros and Cons of a launch-out over here, remember: London is the market of the world. That very conservative trait which makes the British so slow to move and so hard to win makes their business, once won, yours for always. You want a foot-hold over here, as that takes your article throughout the world—to our great colonies (with the probable advantage to you of the prospective preferential tariffs, etc., likely to

be soon laid down there, for goods shipped from England). Take Australasia, for instance. I have open and active business agency arrange-I nave open and active business agency arrangements with the first firms in Sydney, Adelaide, Melbourne, Brisbane, Perth and Dunedin (New Zealand), to whom I am regularly shipping goods and into whose hands I can at once place your article on a healthy basis if you want it to reach those territories. (If you approach them there who the proach them there who the proach them there who was the same and the same arrange in the same and the same are same and the same are same as the same are same a want it to reach those territories. (If you approach them through London, the door is open; if direct from America, you'll have to fight hard for it.) The same again for all the leading centers in South Africa. I have recently shipped American-made goods from London to Cape Town, Port Elizabeth, Durban, Pretoria, Johannesburg, Bloemfontein, etc., etc.

I Am Open for Another Good Agency.
Anyhow, if you'd like further information, kindly write
I.E. GARRATT,
I20 Southwark St., London, S. E.
If you are not ready yet, kindly liel this for future use, or forward to friend it may interest. ..

Mr. T. C. Taylor of the Madison, Va., News, sends me the following advertisement:

"STAG" PAINTS.

Warranted to be as good and as economical as any made. Satisfaction guaranteed. Get estimates from us before buying.

MATTRASSES.

Examine onr line. Nobody can furnish bet-ter goods for the same money.

NEW DRESS GOODS.

Figured Mohairs, Sicilian Cloths, Silks, Dimities, Prints, etc. 50-inch black Llano Silk for waists and dresses, 75c.

MILLINERY.

Don't get the idea, on account of the large business we have been doing, that our stock is incomplete. We are constantly adding the newest things in Hats, Flowers, Ribbons, etc.

R. & G. CORSETS. We have transferred our corset stock to the millinery department and have added to the line of well-known brands the celebrated R. & G. Corsets.

JEWELRY.
Cuff Buttons, Collar Buttons, Waist Sets,
Watch Chains, Rings, Charms, Breast Pins Belt Buckles, etc.

SHOES AND TIES.

Large Stock, New Styles and Low Prices.

E. T. KRIDER & CO. CURTAINS AND POLES.

SWEET OFF PANTS AND OVERALLS. ROCKINGHAM WARE. MEN'S AND BOYS' SUITS.

I reproduce it because it is good, bad and indifferent.

After all, this is not so very remarkable. Most ads answer the same description. Most of them are good in some particular, bad in some particular, and indifferent, flat and useless in the rest.

The worst thing about this ad is its display. The four lines that I have placed at the bottom of the ad were set around the outside of the border.

The best thing about the ad is that it advertises advertised brands.

the Christian Herald, etc. Krider & wait a long time for results. It has Co. are smart enough to take advantage of this fact and focus all of that isfactory results from Ripans Tabules expensive advertising in their own

Sweet, Orr & Co's. pants and overalls are pretty well known all over the & Co. get the benefit of all the advertising that Sweet, Orr & Co. have done in Krider & Co.'s town.

The ordinary, flat part of the ad is

all the rest of it.

Notice the talk about jewelry and shoes.

Does it interest you?

Does it give you any information? Does it make you feel that you really need and ought to buy anything in either line?

Does it give you any intimation that Krider & Co. can do any better for you in either line than any one else can?

Not a bit of it.

This part of the ad is simply a waste of space. A white spot would have been better than the matter that is used.

WICHITA, Kansas, June 9, 1898. Charles Austin Bates, New York:

DEAR SIR-We note your criticism in PRINTERS' INK of June 1 in regard to "Blotter Advertising," We inclose you our blotter, ter Advertising." We inclose you our blotter, that we mall with every invoice that we send out. We have been using them about one year. They cost us a fancy price. Do you think that the results would justify the expense? We read your articles in the PRINTERS! INK with a good deal of interest. If you think this worthy of a passing notice in the PRINTERS! INK should be glad to read it. Respectfully, I T. C. DUNN & BRO. INK should be glad to read it. Respectfully J. C. Dunn & Bro.

If you expect me to give you intelligent answers, and to make this department useful to you, you must ask

your questions intelligently.

The writer of this letter certainly can not expect to get any information. He asks if I think the results would justify the expense of his blotters. He doesn't tell me what the expense is. He also says he has been using them for about a year. In that time he ought to know for certain whether there. Undoubtedly they could put

with a thing for a year without knowing anything about whether or not it year to find out whether or not the reis paying. The object of advertising turns justify the expense. They can is to sell goods. It ought to show tell that in a month, or in three months signs of selling them pretty quickly. at the most.

For instance the R. & G. Corset There are instances, of course, where Co. is just now spending quite a large the results from advertising come very amount of money in papers like the slowly, but only a few of us have Ladies' Home Journal, the Delineator, money enough and patience enough to taken nearly seven years to bring satadvertising, but that is unusual, and the conditions surrounding that advertising were peculiar.

The ordinary retailer ought to get country. By advertising them Krider results the day after his ad appears. I don't mean to say that he ought to get enough results to pay for his ad, or to pay a profit, but he ought to see something coming back. If he follows a certain line of advertising for three months he ought to be able to tell for certain whether or not that kind of advertising is the right kind for his busi-

It is all right to count the accumulative effect of the advertising, but the retailer makes a mighty big mistake if he doesn't demand direct and immediate results. There is no reason under the sun why the retail seller of something that people consume every day should not get positive and direct returns from his advertising. He ought to be able to see his advertising money come back just like a return ball at the end of a piece of rubber. If he can't do that there is something wrong with his advertising or his store.

The retailer makes a mistake when

he uses blotters.

Nearly all the goods that are sold at

retail are bought by women.

About the only exceptions to this rule are the goods, like clothing, that are made exclusively for men, and it is really astonishing how much men's clothing is bought by women.

Women don't use blotters.

In the first place, the average woman doesn't write very much. In the second place, if she does write very much she is sure to lose the blotter.

Blotter advertising is questionable. The best thing for the retailer to use is the best paper in his city. J. C. Dunn & Bro. can probably profitably spend in the Wichita Eagle a good deal more money than they are now spending or not the results justify the expense. the cost of these blotters into the A man has no business to go ahead Eagle and get much better returns.

Moreover, they won't have to wait a

# ONE EYE WITNESS IS BETTER THAN TEN HEARSAYS.

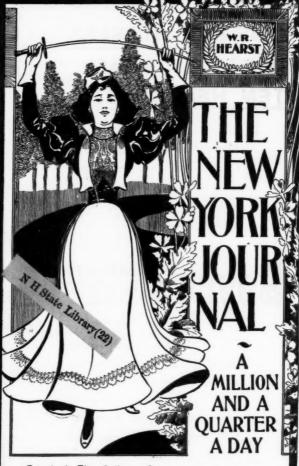
That our papers give results is not a matter of hearsay. Hundreds of eye witnesses (advertisers) testify to the fact that the way to get Results is to advertise in

## Boyce's WEEKLIES

The monthly has a proved circulation of over 500,000 copies and the weeklies over 600,000; the rate per line in each is \$1.60, no discounts. Come and go as you please. Let your results determine the length of your contract.

YOURS FOR RESULTS,

W. D. BOYCE CO., Boyce Building, CHICAGO.



Greatest Circulation of any newspaper on earth. Greatest publicity for advertisers for less cost per thousand circulation than any other advertising medium.

DESIGNED BY CHARLES AUSTIN BATES . NEW YORK.

